

# Penn Pal



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# Competitive Events Changes

It's that time of year again to start thinking about what competitive event you want to compete in!

## New Events:

- **Agribusiness:** This is an objective test at RLC and SLC.
- **Insurance and Risk Management:** This is an objective test at RLC and SLC.
- **LifeSmarts:** This is a national only event (doesn't affect the RLC or the SLC); members may compete on the national level to earn the right to represent Pennsylvania at the NLC. Last year it was a pilot event; this year it is an "official" event.
- **Public Service Announcement:** (doesn't affect the RLC); this is a state-only event.
- **Mobile Application Development:** (doesn't affect the RLC); this is a state-only event.

## Competitive Events Changes:

- **Introduction to Information Technology Concepts (grades 9/10):** This is a combination Technology Concepts and Introduction to Technology Concepts.
- **Word Processing:** This is a combination of Word Processing I and Word Processing II; there is no grade-level restriction.
- **Sports and Entertainment Management:** This is a collaborative team event of 2-3 members (no longer an individual objective test); it will be an objective test at the RLC, but there will be an objective test and a performance component at the SLC.
- **Hospitality Management:** This is a collaborative team event of 2-3 members (no longer an individual objective test); it will be an objective test at the RLC, but there will be an objective test and a performance component at the SLC.
- **Business Ethics:** There will be a specific pre-announced topic that must be addressed by the team; the team will no longer find out the topic during a preparation period.
- **Desktop Publishing:** This is now an individual or team event with a specific topic that is pre-announced, and students may work on from the beginning of the school year if they wish. There will be more details when the PA FBLA guidelines are published about how this will affect your RLC.
- **Future Business Leader:** This is now a combined event from Mr. and Ms. Future Business Leader. Males and females enter the same event; it is no longer gender based.
- **Job Interview:** The interview rating sheet has been modified.
- **American Enterprise Project, Community Service Project, Partnership with Business Project:** These have all been reduced to 15 pages in length and must be submitted as a digital file (PDF); no paper copies will be accepted.

- All written reports must now be submitted as digital (PDF) files; no paper copies will be accepted. The events affected are: **Business Financial Plan, Business Plan.**
- All **Outstanding Chapter, Who's Who, and Outstanding Adviser** materials must be submitted as digital (PDF) files. No paper copies will be accepted.
- All state-only presentation files must be submitted digitally. No CDs, DVDs, or flash drives will be accepted. The events include: **Business Presentation, Computer Game and Simulation Programming, Desktop Application Programming, Digital Design and Promotion, Digital Video Production, Mobile Application Development, and Community Service Announcement.** Specific instructions will be distributed about how to upload the files at a later time.

### NLC Qualifier Changes for 2013-14

The national office indicates that the top three in each event will now advance to the National Leadership Conference in June 2014 in Nashville, Tennessee. While that is no change in the objective test qualifiers for this coming NLC, it does now mean that the following additional students will be eligible to attend the NLC:

1. The top three teams (currently the top two) will advance to the National Leadership Conference. That includes such events as Entrepreneurship, Emerging Business Issues, Business Ethics, Global Business, Marketing, etc.
2. The top three in performance events will now advance to the NLC in Nashville. That includes such events as: Job Interview, Future Business Leader, Impromptu Speaking, Public Speaking I and II, etc.
3. The top three in the state-only events will advance to the NLC also, which includes such events as: Digital Design and Promotion, Digital Video Production, Business Presentation, Electronic Career Portfolio, etc.
4. The top three in the school-site events, which includes such events as: Computer Applications, Database Design and Applications, Spreadsheet Applications, Word Processing, etc.

For more details about each event, visit the PA FBLA website: [www.pafbla.org](http://www.pafbla.org).

## PA FBLA State Officers Make Presentation to Donate Life

During the first week of October, the PA FBLA state officers attended the Organ Donation Advisory Committee Meeting to present our plans for this year's partnership with Donate Life. After choosing Donate Life as our state project for the upcoming year, we were asked to attend this meeting to learn even more about the organization and share with them what FBLA is all about.

The meeting began with introductions of those attending the meeting, and then we quickly got to business. We listened to a presentation about ways to get Donate Life's message to others via social media. The presenter discussed four key ways to build awareness on Facebook, and she showed us the step-by-step process for each of her four ideas. After this presentation, we learned about the struggles they have getting their message out to the public. We listened to them discuss the issues they have with public attitude toward organ donation. The issues they have with coroners are ongoing, and they are in the process of trying to get legislation passed to help solve the problems.



After this eye-opening discussion, Miss Ryland began the state officers' presentation. She talked about what FBLA is and the ways we try to help organizations each year through our state project. She presented useful information about the background of FBLA, and then Morgan Stahr, PA FBLA President, and her adviser Mrs. Barletta talked to the committee about proposing Donate Life in a state project proposal. After this, each state officer presented a small piece of information about our plans to help Donate Life through fundraising and awareness efforts. We told them about why we chose to help them, and we talked about meeting Tony Forte in a life-changing presentation about a seven-year-old boy who is waiting for stomach, liver, and intestine transplants. We also talked about our community service efforts, and we told them about ways we can help through that as well.

It was a huge honor to be able to attend this meeting to learn about them and help them learn about us. As a state officer team, we look forward to working with Donate Life in the upcoming year, and we hope to see each chapter work hard to help us spread awareness about Donate Life and raise \$30,000 to meet our fundraising goal!

## Hanoveropoly: Be a Part of History!

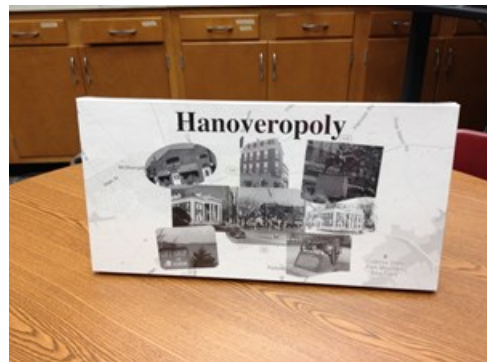


What a Project! During the 2012-2013 school year, the South Western School District FBLA chapter decided to pursue a fundraiser through the national fundraising partner, Pride Distributors. Tyler Klenk, a high school sophomore at the time, took the initiative and convinced his advisors to participate in this huge undertaking!

Tyler Klenk loves Monopoly and has great memories from playing the game with his grandfather. Tyler also enjoys earning money while playing and saw this as a great way to fundraise for his FBLA chapter.

The hardest part of the project was securing the advertisers for all the board spaces and money denominations. It was a real, project-based learning opportunity, as there were a ton of phone calls and face-to-face and email communications. In addition to the fundraising aspect, this was a great opportunity to connect with the local community and promote their businesses through a fun activity.

We had to plan ahead for what spaces would cost to ensure we would bring in enough money to purchase the games. We decided to buy 500 games to sell, which cost about \$10,000. We knew that if we raised enough in advertising money, then the game sale money would become profit for the chapter. The games arrived in late June, and through direct sales, online sales and event sales, South Western FBLA has sold more than 300 games so far.



The 2013-2014 executive board is working through a proposed plan for the profits, which includes defraying conference costs, hosting chapter events and donations to the PA FBLA state project.

## **Waynesboro FBLA Active During the Summer**

Waynesboro Area Senior High School's FBLA chapter has already jumpstarted their year with Excellence in Action. During the summer of 2013 a group of our own FBLA members visited the Rotary Youth Leadership Camp known as RYLA. The five students who went informed us that at camp they met many new people also attending for the experience of expanding upon their leadership skills. At RYLA the students worked with many other schools nearby to succeed in leadership games. Many inspirational speakers attended the camp to teach about leadership skills. The students came back with such a positive outlook on the camp and many leadership skills to share with our chapter.

The chapter enters the school year already with a plethora of community service hours by showing much action in the community by serving. For example, many of our own members volunteered at the Back to School Night at Waynesboro Area Senior High School to lead many of the parents to their children's classrooms. By many attending and showing much leadership, we were able to represent our chapter in a positive manner.

The Waynesboro Senior High School's FBLA chapter will be the biggest organization to volunteer themselves at the community's fall festival this coming October. Our members will attend the festival and serve the community by working many of the stations available at the festival.

We are pleased with how busy and active we are already this summer with excellence and action. We look forward to another successful year in Waynesboro Area Senior High School's FBLA chapter. Our chapter demonstrates Excellence in Action!

## Northern Lebanon to Begin First Full Year

With this being our first full year, before the school year began, we held a planning retreat to determine our goals and plan for success for the year. We created a group website to promote and share important information about the organization. You will find on the member's page a "membership handbook" that details organization goals, calendar, events, projects, etc. There is also a study guide where current members can go and study for the competitive events. Not only that, but when new members are interested in joining, they can simply do so by filling out an easy-to-use "new member form" on the How to Join page. Our secretary and webmaster track sign-ups and manage them through our database.

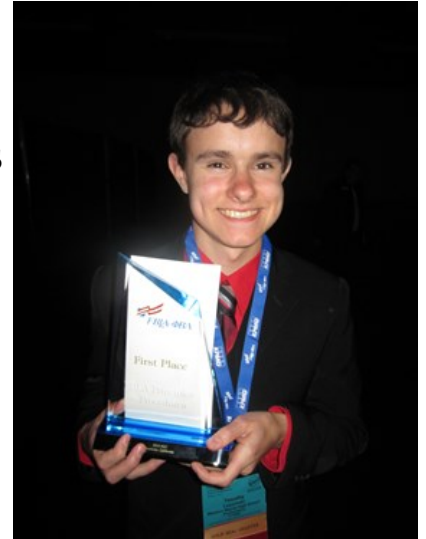
Some of the projects we plan to complete with our members include: **i-Safety**, where our high school members become certified online digital citizenship instructors and we go into our district's elementary schools and teach them how to be safe online; **Interview Day**, where business leaders come into the high school and host mock interviews for upperclassmen; and **Above The Influence Week**, where we work to promote being above the influence through handouts, videos, presentations, etc.

We find time for fun, too, and to kick off this year we made a music video parody of "Y.M.C.A." entitled "F.B.L.A." (naturally). The video was very creative, humorous, and effective in promoting our first general meeting. Through the use of clever lyrics, we were able to tell potential members what FBLA is about and how to join.

The best part about all of this creativity, energy, and enthusiasm is that it is just setting the stage for a bright year in NL FBLA.

## Western Wayne Student Experiences Success

“At the beginning of the school year, I set a personal goal to improve upon my 4<sup>th</sup> place finish in Intro to Technology Concepts at the NLC in San Antonio. This time I chose to compete in FBLA Principles & Procedures and began preparing in mid-October. I never realized that there was so much to learn about this organization.” These are the words of Western Wayne High School junior, Tim Lescinski, reflecting upon his performance at the National Leadership Conference in Anaheim, California, this past summer.



It appears that all that studying paid off handsomely. Tim placed first in the nation and took home a well-deserved trophy and a \$1,000 check for his efforts. Ms. Fran Vitovsky, Western Wayne’s adviser, isn’t surprised by Tim’s success. “He completed every practice test I had prepared over the years – not once, but several times. I even prepared another 10 tests as well as daily quizzes for him to take as additional practice. Whenever I had a question about an event or an FBLA program, I found myself asking Tim for the answer rather than heading to the *Chapter Management Handbook*.”

Tim is a junior this year and is now deciding which event to compete in this year. Whatever he chooses, I am sure he will be successful.



## Haverford FBLA Holds Apparel Fundraiser



Haverford FBLA is looking forward to another successful school year. This fall, we plan on increasing membership involvement through our new Business Apparel Fundraiser. Our chapter is organizing the sales of ties, magnets, and scarves, all of which are clad in red-and-gold colors to promote school spirit.

Members of Haverford sports teams and clubs are already helping out by purchasing our business attire. The ties have not only become popular among the student body, but the community members have been showing their support, too. Teachers, coaches, and school board officials can be seen wearing the red-and-gold apparel during school and school-sponsored events!

The fundraiser is a big success in our chapter's efforts to help the community, while at the same time advertising more involvement and giving our members a professional edge. Haverford FBLA will be easily recognizable this year, sporting our school-colored attire at the regional and state conferences.



## Springfield FBLA Gears Up for New Year



While everyone is settling into the 2013-2014 school year, the Springfield High School FBLA chapter has been very busy preparing for a new year of FBLA. We have a new board of elected officers who are very excited to be representing SHS. This year, we are lucky to be under the command of Chapter President Justin Miller, who is also acting as current Regional President. He has already begun planning our regional conference, which will be held at Widener University this November. Justin and the SHS officers have been hard at work recruiting new members to our chapter. FBLA had a booth at the SHS Freshman Activities Fair, and about 25 incoming freshmen signed up! We couldn't be more thrilled to be expanding our chapter once again. We wish all the best to our fellow Pennsylvania FBLA chapters. We hope to see you all at states!

While everyone is settling into the 2013-2014 school year, the Springfield High School FBLA chapter has been very busy preparing for a new year of FBLA. We have a new board of elected officers who are very excited to be representing SHS. This year, we are lucky to be under the command of Chapter President Justin Miller, who is also acting as current Regional President. He has already begun planning our regional conference, which will be held at Widener University this November. Justin and the SHS officers have been hard at work recruiting new members to our chapter. FBLA had a booth at the SHS Freshman Activities Fair, and about 25 incoming freshmen signed up! We couldn't be more thrilled to be expanding our chapter once again. We wish all the best to our fellow Pennsylvania FBLA chapters. We hope to see you all at states!

## Palmerton Plans Community Service Project

In the new school year, the local chapter of the Future Business Leaders of America has resumed its yearly community service projects. Currently, over 80 Palmerton High School students are associated with the organization. Over the last few years, FBLA has begun taking on more and more responsibilities in helping their peers and fellow citizens, such as 2012's toy drive for children displaced by Hurricane Sandy. More recently, FBLA took to helping the Lions' Club run their bingo tent at the annual Palmerton Hospital festival. Looking ahead, the club plans to go even further with its charity work.

Those familiar with Penn State's THON program will no doubt have heard of the Four Diamonds Fund, a charity working towards funding childhood cancer research. Four Diamonds, established in 1972, works to pay for childhood cancer treatment and care that is not covered by insurance programs. As of September 22<sup>nd</sup>, FBLA began a canning benefit for Four Diamonds, which will run until February. The benefit will serve as a donation to help one of the leading charity organizations working to help families caring for a young cancer patient. Between 2010 and 2011, Four Diamonds gave \$10.5 million to fund experimental therapeutics for childhood cancer patients, as well as nearly \$350,000 directly to patients and their families, and \$10,000 in scholarships, which helped almost 600 patients in Pennsylvania, Maryland, New Jersey, and Texas. Spearheading the canning benefit is PHS senior Arissa Snyder. When asked what makes this such a special benefit, Snyder replied, "... because all the proceeds benefit researching pediatric cancer. College students have kept it going for many years. Now, we wish to get our high school involved." During this benefit, both money and non-perishable canned goods will be collected for the charity at all Palmerton High School home sports games. Kerry Palumbo, an advisor to FBLA, said that the benefit is a "perfect fit for our community service project, and has a personal meaning," referring to her daughter, who is currently receiving treatment for medulloblastoma, a type of brain tumor affecting the cerebellum.



Members of Palmerton's FBLA group have also begun planning a THON of their very own to continue the drive to help the charity. THON is

an annual 46-hour dance marathon held at Penn State's Bryce Jordan Center at Penn State's main campus in Centre County. Each year, the event raises money for Four Diamonds, with this year's THON raising \$12.37 million, 96% of which went directly to Four Diamonds. Palmerton intends to do the same in what is known as a Mini-THON. Mini-THONs are held by over 100 schools, from elementary to high school levels. These events in total have risen over \$7 million, and just this past year alone, they brought in over \$1.5 million. Though planning is still in the works, THON will be a fun event held for a great cause.

Coming up in October is one of FBLA's first major workshops held in the area. Both Palmerton and Lehighon FBLA members will be co-hosting a leadership conference at Lehighon Area High School. Lehighon will provide activities for members to partake in, and Palmerton is in charge of organizing guest speakers from local businesses. The leadership conference is one of many that FBLA has across the nation and carries with it a positive message for all those attending.

FBLA is looking forward to a great year, and would like to thank the Palmerton Hospital for letting them participate in their festival's activities.

## Central Columbia Students Help Freshmen



Recently, Central Columbia High School's FBLA chapter participated in the school's freshmen orientation. Our FBLA chapter set up a booth displaying our 'Freshmen Fresh-Start' program for the 2013-2014 school year. Freshman Fresh-Start is an opportunity for incoming freshmen to get extra help in the first few weeks of school, whether it be help with homework, help with time management, or even if they need somebody to sit with at lunch. Chapter officers volunteer before and after school in our advisors' rooms. These officers also talked with the new freshmen to get to know the incoming students and let them know that FBLA officers are available to answer questions. Freshmen Fresh-Start is a program that the Central Columbia High School FBLA chapter plans on continuing for years to come.

## **Pine Grove FBLA Begins a New Year**

We're looking forward to the new school year with the FBLA organization. This year's officers include: Rebecca Moyer, President; Kelli Reinbold, Vice-President; Cassie Kershner, Secretary; Kelsey Hughes, Treasurer; Matt Troxell, Reporter; and Savannah Potts-Krammes, Historian. We have over 60 members who have joined with us this year, and we are looking for additional members through October.

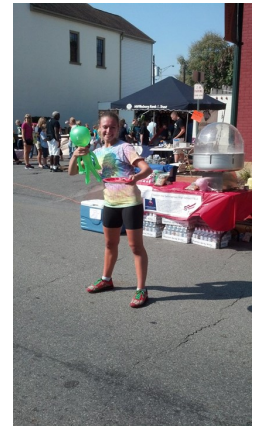
We started off our school year with our first fundraiser to help each member with their chapter dues. Our chapter dues cover: PA FBLA dues, National FBLA dues, and the cost of a PGA FBLA t-shirt. Our annual Kauffman's chicken barbeque, which was on Sunday, September 22, at the Pine Grove Red Light, was a great success. This fundraiser allowed 39 of our members to pay for their dues



Next, our officers are looking forward to attending the PA FBLA State Leadership Workshop at State College. With budgets tight this year, we unfortunately are only bringing a couple of our chapter officers. This workshop will allow us to bring back new ideas that we can use to increase our membership and become, hopefully, an even stronger chapter this year!

## Selinsgrove Chapter Kicks off School Year

The Selinsgrove High School chapter of FBLA would like to announce that these first couple weeks have been very successful. We have approximately 30 members, most of whom are new. Selinsgrove FBLA participated in the Selinsgrove Street Festival on September 28th. This is a local opportunity to raise funds by selling mini Selinsgrove Area High School replicas, refurbished sports equipment, popcorn, water, and best of all, a *bake* wheel. On top of being successful in getting the name of FBLA out in our community, we've also elected officers who are very committed to making this year a huge success. They are Kaitlyn Musser- President, Nick Conrad- Vice President, Brianna Herrold- Secretary, Kate Plajer- Treasurer, and Emily Russell- Reporter. Our chapter adviser is Donna Gavitt. We anticipate a successful year in FBLA.



## Fox Chapel Raises Money for Donate Life



On October 4, 2013, members of the Fox Chapel Future Business Leaders of America volunteered at the annual Homecoming Carnival as a way to make a contribution in the community. A coloring booth, organized and run by Vice-President Aarush Gupta, Historian Christina Cho, Treasurer Justin Dembowski, Reporter Haley Simon and Member Lacey Cohen, allowed children the opportunity to get into the Homecoming spirit before the football game by coloring Fox Chapel Area logos and footballs. The drawings will be displayed in the business hallway in the high school for everybody to enjoy. Glow-in-the-dark necklaces were also sold during the football game, and all the money collected will go to the state project- Donate Life Pennsylvania.

## Council Rock South Has Recruitment Success



The start of this school year has been tremendously successful for Council Rock South's FBLA chapter. The officers this year have done a great job at recruiting members, with a total of over 300 prospective members for this year (hopefully we can keep them interested!). We were able to obtain such success through advertising to freshmen on their first day and at lunches, which also allowed us to expand our upperclassmen interest. Another great success was at Back to School Night, in which the officers were able to converse with the parents and illustrate to them the various benefits of having their children join FBLA. Our FBLA chapter manages the school store, which also brings us attention. Lastly, we utilized 100 Grand candy bars that read "Increase your pay, Join FBLA" and business/loyalty cards that allow for members to be recognized for their attendance to meetings. The officers are getting ready, and excited, for the State Leadership Workshop at Penn State University (last year's workshop pictured). With knowledge gained at this workshop, and from all experience from FBLA, we wish to spread the love for leadership and business within our school and community.

## Delaware Valley Raises Money and Promotes FBLA



The Delaware Valley HS FBLA Chapter participated in Warrior Fest on Sept. 28. Clubs and organizations in the high school and community set up stands to raise money for a specific goal. The FBLA members sold chili, chanced off a DV football poster and a football jersey signed by all the football players, and also had a corn hole game. The students' proceeds will be donated to the PA FBLA State Project, Donate Life.

As a chapter they participated in the 2<sup>nd</sup> annual Activity Fair. The fair was held on October 1 during all lunch periods. Students were able to leave lunch and go to the gymnasium to see what every club/organization in the high school has to offer. Students who promoted FBLA were Erika Lipari and Madison Metzger. They passed out brochures, fact sheets and applications to promote and recruit new FBLA members.



## Claysburg FBLA Organizes Food Drive

The Claysburg-Kimmel FBLA chapter held a food drive last month for its local food bank. The food drive was part of a community-wide fundraiser to help the food bank replenish its supplies. After discovering that the food bank had insufficient funds, a loss of around \$15,000 due to lack of donations



and cuts in state funding, the community rallied in efforts to erase the loss. The FBLA members were motivated to do something to contribute to the fundraising efforts, so they followed the lead of their chapter President, Rachel Walter, to organize a food drive. They decided not only to get the high school involved but also to ask the elementary students for help.

They designed a competition in which the homerooms in each school would compete against each other to see who could bring in the most canned goods and monetary donations. After four long weeks of competition, together the two schools raised \$622 and a few thousand canned goods. The FBLA members were thankful to have helped in such a large fundraiser and get involved with the community. Together, the Claysburg area was able to raise \$20,000, well surpassing their goal.