



Penn Pal



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SLW Recap

On the weekend of November 10-11, members of Pennsylvania FBLA gathered together in State College to experience "Excellence in Action." Your Executive Committee members met a day earlier to finish planning and organizing the events for the weekend.

The fun began on Sunday morning after registration. Members came together for the Opening Session, where the State Officers conducted the Emblem Ceremony to explain exactly what FBLA is and what it stands for. After this, Shela Wu, your State Treasurer, discussed PA FBLA's goals regarding this year's state project, and she introduced Dwendy Johnson, a representative from Donate Life Pennsylvania. Dwendy provided an overview of Donate Life Pennsylvania's missions and goals, and she outlined ways that we can help reach these goals.

After listening to Dwendy speak, the members welcomed keynote speaker Julie Carrier. Members got to listen to this award-winning author talk about leadership, confidence, and character. She talked about being BeYOUtiful, which went along with a book

she wrote with that same title. Julie was also a workshop presenter, where she further talked to teens about her philosophy and helped them gain more confidence in themselves.

We then heard from Jason Lucash, an entrepreneur who, along with his business partner, launched OrigAudio and appeared on ABC's show, "Shark Tank." Jason was able to take this idea and hold a workshop where FBLA members created their own business pitches, and the top three were

able to present their ideas at the Closing Session on Monday.

For the rest of the day, members attended workshops, participated in the Basket Auction, and competed in the Battle of the Chapters and Dodge Ball competitions. Claysburg-Kimmel FBLA took home the championship for the Battle of the Chapters competition, and Souderton took home first in the Dodge Ball tournament. With these events, along with the Go Green SLW T-Shirt campaign and other donations, PA FBLA has raised a little over \$6,000!

On Monday, members participated in the final workshops of the weekend and gathered back together for the Closing Session. PA FBLA welcomed Earl Springer, Manager of Employee Programs at Sheetz, to close the session. Earl presented a video about the ways that Sheetz has grown from a company with one small store to a company that has over 465 stores in 6 states. He then challenged everyone in the audience to answer the interactive questionnaire that went along with the video. After that, he shared what makes Sheetz so successful, and he talked about how to manage large companies. The SLW ended with the annual Basket Auction, and members left with a vast amount of knowledge. Be sure to look for information about the 2014 SLW at the beginning of the upcoming school year!



Congratulations to the Video Project Finalists!

Video Project 1: Fundraising

Bethlehem Liberty HS
East Stroudsburg HS South
Pine Grove Area
Sayre Area
Wilmington Area

Video Project 2: SLW Promotion

Saucon Valley

Video Project 3: State Project Promotion

MMI Preparatory
Northumberland Christian
Radnor
Stroudsburg HS (Team 1)
Stroudsburg HS (Team 2)

Video Project 4: Virtual Chapter Promotion

Franklin Regional
North Penn

Greetings From Your Eastern Region Vice President!

Salutations, Pennsylvania's Future Business Leaders of America!

It's an honor to be able to connect with you all through the *Penn Pal*. Pennsylvania FBLA is known for both its quantity, but most importantly its quality as well. I want to congratulate you all on your continued success thus far as you put Excellence in Action!

Both the National Officer Team and the Eastern Region Executive Board have been working diligently, developing competitive strategies to facilitate the success of chapters across the country, especially the Eastern Region. Through innovative projects such as Chapter Challenge and the Eastern Region Document Library, we are striving to provide chapters with resources and opportunities to grow. Throughout this year, you will bear witness to the commitment of both groups to strengthen FBLA-PBL.

I encourage every chapter and member to use the resources at your disposal. On the national website you can find multiple fundraising options, links to scholarships, and so much more. On the Eastern region website, you can sign up for regional updates, read and contribute to our regional publication *The Eastern Regioner*, and find resources in the Document Library and Business Corner. The Document Library contains resources to help foster the growth and development of members, local chapters, and state chapters. Anyone can contribute to the document library. Just email your contribution to me at fblaervp@fbla.org and you can see it up there. If you are looking for a specific type of resource, just email me and the Eastern Region Executive Board, and I will create one for you! The Business Corner is actually the brainchild of your State First Vice President Steven Blumberg, who also serves as Eastern Region Vice President's Assistant. There, you will find a collection of links to websites, interviews, and so much more, all with a deeper business theme. While the Document Library focuses on chapter growth and development, this page will be utilized to create a greater awareness to the current business leaders and their practices. Like the Document Library, submissions are more than welcome.

At the end of the day, the success of our organization is dependent on YOU. If we, as individuals, come together, we can leave a lasting impact on the organization that has given countless students to learn, to earn, and to lead. If there is anything you or your local chapter needs, please don't hesitate to ask for my assistance. You can connect with me via email, fblaervp@fbla.org, twitter, @NatFBLAERVP, or through Facebook. Hope to see many of you at NLC in Nashville!

Best Regards,

Natalie Tran
2013-14 National Eastern Region VP

North Penn FBLA Walks for National Kidney Foundation

On Sunday October 6th, FBLA members from Region 20 schools (North Penn High School, Upper Dublin High School, and Wissahickon High School) participated in a charity walk for the National Kidney Foundation at the Philadelphia Zoo. A group of over forty FBLA members, advisers, and family members attended the walk, which raised a resounding \$500,000 on the day. The event had a special significance to the club, since Mrs. Westerlund, North Penn FBLA advisor and Region 20



FBLA advisor, has a son who recently underwent a kidney transplant. It was important to acknowledge the work of the National Kidney Foundation as well as to raise money for the spectacular cause. The club is designed not only to teach and provide tools to succeed in the business world, but FBLA is also just as committed to helping the community, meeting new people, and creating new and stronger connections with organizations from around the region. In that regard, Region 20 FBLA is looking to do even more great things this year. If you are looking to get involved in FBLA, or wish to participate in more events like this, please contact your local FBLA adviser.

North Penn FBLA Partners with Penn Suburban Chamber of Commerce

North Penn High School FBLA has partnered with the Penn Suburban Chamber of Commerce. There are several activities scheduled throughout the year where students from North Penn's FBLA can interact with and learn from business members of the Penn Suburban Chamber of Commerce. The Chamber is going to provide judges for Region 20 Regional Leadership Conference. North Penn FBLA members also participated in the Chambers "Know-it-All" Trivia Night. North Penn FBLA is looking forward to many opportunities to work with members of the Penn Suburban Chamber of Commerce!



Pictured are: Sam Curlee, Steven Blumberg, and NP FBLA Adviser Linda Westerlund

Waynesboro FBLA Attends State Leadership Workshop

November 10th and 11th was an exciting few days for many of Waynesboro Area Senior High School's FBLA members. Twenty-nine members and two FBLA advisors attended Pennsylvania's State Leadership Workshop. This year the SLW was held at The Penn State convention center. The students came back with a positive outlook on the great time that they had at the workshop and quoted that it was most definitely the best one yet! Many of the members really enjoyed the opening ceremony on Sunday afternoon because of the many great speakers. Julie Carrier and Jason Lucash opened off the workshop at the ceremony. Keynote Speaker Julie Marie Carrier is a go-to speaker and award-winning author for students on leadership, character and confidence. She was a perfect fit to get all the FBLA students fired up for the weekend at the SLW. Jason Lucash was the second guest speaker at the opening ceremony. He launched his first business in the third grade in San Francisco and has had the same entrepreneurial spirit since then; while he continues to travel for fun, he continues to expand the business. His experience in marketing would make him a great example for a successful entrepreneur; he was named "Entrepreneur of the Year" in *Entrepreneur Magazine* for 2012. He was the speaker and leader in the Entrepreneurship track given at the SLW. The Entrepreneurship track included successful steps to owning your own business and tips to selling your product. Julie Carrier and other girls from the organization Girls Lead held their own track called Girls Lead at the SLW, which really expressed that confidence is the key component to making you a successful business leader. Another track given on the SLW was Chapter Management. We had a student attend this track to bring back tips that would benefit the whole chapter. This track provided ways to gain more FBLA members in your own chapter, such as using social media. We made sure to have at least one member from our chapter attend the tracks to receive feedback that we could bring back to our very own school. Also at this weekend trip many students were able to take place in the annual dodge ball tournament that was held on Sunday evening. All proceeds would go to this year this year's state project, Donate Life. The state also had tee-shirt orders and the basket auction, which would all benefit Donate Life. At the SLW, as a state we were able to raise money toward our \$30,000 goal. We reached around \$4,000 at the SLW. This trip to the Pennsylvania's State Leadership Workshop was a ton of fun for all the members and a huge learning experience!

PGAHS FBLA Fall Activities!

FBLA started off strong this fall by participating in our annual safe schools trick or treat night on October 26th, where members dressed up and helped to hand out candy to our students from the community. That night some members also helped at a haunted hayride to raise money for the Make a Wish organization.

During November our officers attending the FBLA SLW at the Penn State Conference Center, where they were able to bring back to the chapter many great leadership activities and pointers to make our chapter stronger. During the sessions, our chapter was one of the many recognized for being named as a Gold Seal Chapter. We also participated in the basket auction to help raise funds for our PA FBLA State charity, "Donate Life PA"!

At the beginning of December, our chapter was busy preparing and taking their regional tests for the regional competition. We are excited to find out who has qualified for the State Leadership Conference and begin preparing for competition.

Greenwood Middle Level Holds Monster Mash

On November 1, 2013, the Greenwood Middle School FBLA held its fourth annual Monster Mash. This dance was a hit; students in Grades 6-8 enjoyed an event where music and games were played all night. With the windows covered and the room filled with fog, attendees were covered in *goosebumps* within the first few seconds of entering. Students were able to take part in the costume contests for prettiest, ugliest, most original, scariest, and best group. There was an assortment of costumes such as vampires, zombies, a facebook page, Little Red Riding Hood, Smurfs, princesses, and cowgirls. Even though it was a creepy dance, people laughed, danced, and had an amazing time. The profits from the dance will pay for the group's attendance to regionals in December.

Claysburg FBLA Holds Clean-up Day

Senior members of Claysburg-Kimmel FBLA held a Clean-Up CK day on October 28, 2013. The members thought it would be a good idea to host the event following the final home football game. The members spent their afternoon cleaning trash and litter around Bulldog Stadium while logging community service hours for PA FBLA's Big 33 Community Service competition. Members also plan to do a spring Clean-Up CK day before baseball and softball season.



Claysburg FBLA Helps Salvation Army



Members of the Claysburg-Kimmel chapter of FBLA spent Christmas Eve singing and ringing as volunteers for the Salvation Army. Fourteen members of CK FBLA donated 25.5 hours ringing the kettle bell. The Claysburg/East Freedom Salvation Army Service Unit Kettle Campaign netted \$4,510.05! The FLBA members collected \$1,263.31 or 29.3% of the total collected. The Kettle Campaign funds will be used next year to assist local residents in need of heating, clothing, and food during the winter months.

Pictured are Claysburg-Kimmel president and Pennsylvania State Reporter, Rachel Walter, patrons Raymond "Buck" Harbaugh of Claysburg with his daughter, Melissa Harbaugh, Jacobbi Dick and Violet Smith, and CK members Owen Musselman and Marshall Neff playing and singing Christmas carols.

Chestnut Ridge FBLA Participates in Numerous Activities

Members Help With Midget Football Games

The Chestnut Ridge FBLA chapter worked hard this fall, even on Saturdays. Members helped in the concession stand during Little Lions football games. Little Lions is a football program for elementary boys from grades 2-6. Every Saturday home game, our chapter would run the concession stand so that the parents did not have to. Many parents were very appreciative of this due to the fact that they could watch their children play instead of having to work the concession stand. The members sold hotdogs, hamburgers, candy, drinks, baked goods, and sloppy joes from 9 a.m. until 4 p.m.

Elementary Fall Festival

Every year the elementary PTO at Chestnut Ridge sets up a fun day called Fall Festival. On this day, the elementary students participate in activities that were set up by teachers and students. Chestnut Ridge FBLA always participates in this, and both members and students have a lot of fun and learn a lot. The activities set up by the local FBLA chapter usually involve that year's Community Service and American Enterprise projects. They teach the younger students about needs in the community and valuable yet easy to understand business skills. In years passed, such activities have included a bean bag game where you feed hungry children followed by trivia questions about hunger in the community, games to test the students' knowledge on literature, activities to get the students started on picking a career, and other games that focus on businesses in the community. Each year is a major success as it provides valuable information to the students, and it helps the members to further their FBLA careers.

Members Help Out Tornado Victims

Members of FBLA at Chestnut Ridge Senior High School put together a school drive for students affected by devastating tornadoes in Moore, Oklahoma. The students sewed over 150 backpacks and stuffed them with school supplies that were donated by local businesses. Each one of these bags was delivered to Little Axe Elementary School. In each backpack there were basic school supplies as well as books that were donated. Austin Miller, a co-chair of the project said, "It is so great to see how one community can come together to help another one in times of need."

Teaching the Community About the American Enterprise System

The Chestnut Ridge Chapter focused on teaching the school district and community about the American Enterprise System. The chapter mainly centered the project on elementary school students. Members went to the elementary school and taught the students about the American Enterprise System through a power point and fun age-appropriate activities. Also, members volunteered at Trick-or-Treat nights and fall festivals to further educate on the topic. Job tips were provided on the morning announcements to reach the high school level students. To teach the community, members made up public service announcements and Facebook and Twitter accounts. In its first night of its existence, the page had over 100 likes!



Helping the Food Bank

This year the Chestnut Ridge local Future Business Leader of America chapter has gone to our local Food Bank in New Paris, PA. Each month the food bank distributes food to members of the community who are less fortunate. Members of the chapter travel to the food bank on every third Friday of the month, where the students help to distribute food to the members of the community.

During these trips to the food bank, many of the members of the chapter have realized how fortunate they are to have a meal every day. Austin Miller said, "By coming together as a community we can reach out and help many others that are in need and make a difference in our community for the better." Other members of the chapter have also done a lot by donating food for the New Paris Food Bank during our food drive.

Just recently, the FBLA chapter held a food drive that provided a surplus of food for the food bank. Over the past few months the supply of food has gone down due to budget cuts and the economy of the community. This food drive was held district-wide from kindergarten through twelfth grade. The classrooms competed to see who had the most items. By doing this, it created a lot of competition which created more items for the food bank. We also collected donations at the gates of our Homecoming game, where students dressed up as food cans and other food items. Through this, we raised about two hundred dollars that went to the New Paris Food Bank.

Currently, members are still going to the food bank and donating their time to the community so that less fortunate members can have meals. Both the food bank and Chestnut Ridge FBLA members enjoy spending time with each other and giving to the community. Through the hard work at the food bank the community has fed over two hundred people and restocked their shelves monthly.

Chestnut Ridge Holds Food Drive

The Chestnut Ridge Chapter of FBLA recently held their annual blood drive. Following their fall food collection, the chapter hosted a blood drive on Friday, December 6, as a continuation of their assistance to the American Red Cross. Students, faculty, and community members were invited to give the gift of life and donate blood. Many students donated for the first time. Thirty-five productive pints were collected.



SLC Preview

Your PA FBLA State Officers and Management Team look forward to seeing you at the SLC! We would like to congratulate the members who have worked hard and earned their way to the conference in April. We are excited to experience “Excellence in Action” from April 7-9 in Hershey! Be sure to meet all of the deadlines so that you can participate in all of the wonderful events that this year’s SLC has to offer!

**Get to know others
through networking!**

**Participate in intense
competition!**

**Gain knowledge by
attending
workshops!**

**Listen to great
motivational guest
speakers!**

See Yourself in the Penn Pal!

There's only one issue left!



- 1 Do something that you are excited to share with other FBLA chapters!
- 2 Have someone in your chapter write an article and submit pictures about what you did.
- 3 Submit it to **Rachel Walter** at reporter@pafbla.us and look for your article in the Penn Pal!
- 4 Create a short video (around 30 seconds) of what it is your chapter has done.
- 5 Send your video to **Rachel Walter** at reporter@pafbla.us.
- 6 Look for your video on the Pennsylvania FBLA Facebook and Twitter pages!