



The Penn Pal

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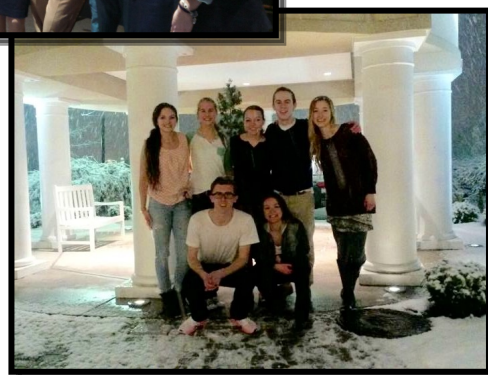
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A Year in Review-

Dear Pennsylvania FBLA,

I would first and foremost like to thank each chapter that submitted an article to the Penn Pal! You have inspired other chapters and have "Stepped Up to the Challenge" of becoming business leaders in your community. Secondly, I would like to wish each PA FBLA chapter success in the future as its members strive to become responsible business leaders. It has been a wonderful year in FBLA and I feel privileged to have shared in your successes, competitions, community service events, and other activities. Thank you for your cooperation and for your willingness to share your stories with the PA FBLA community.

Sincerely,

Alison Moore

PA FBLA State Reporter

Alison Moore

Editor's Note: There were two discrepancies in the Fall Edition (Edition II). First, on page 4, the photo credits at the bottom of the page were missing the second source, www.linkedin.com. Secondly, on page 10, the caption for the photo was missing the word "Commerce" as the last word of the caption. I apologize for the discrepancies.

2014-2015 State Officer Farewells

Sam Kessler—President

My past four years with PA FBLA have been the most formative and incredible years of my life. I've traveled the country, spoken in front of thousands of students, and befriended some of the best people that I've ever met. Although this is technically my "farewell," I am not saying goodbye to FBLA. The skills that I have gained through this organization will never leave me, and they will be the springboard upon which I progress in life. Additionally, my time as a student in FBLA has only marked the beginning of what I know will be life-long friendships. Of course, I would not have gained anything from FBLA if it weren't for the incredible students and mentors who accompanied me over the past two years as an officer and four years as a student at Wissahickon High School.

First, to the PA FBLA team:

- **Mr. Boncal:** Without your leadership, PA FBLA could not function, let alone grow to become one of the largest and most successful state chapters in National FBLA history. PA FBLA has been successful because of your unmatched dedication to the students of this organization. When I go on to my own professional life, I hope I can develop the same qualities of leadership and goodwill that you exhibit each day as our Executive Director.
- **Mrs. Skiles:** Although much of your work is done behind the scenes, those of us who know you are well-aware of the incredible work that you do. You have been such a pleasure to work with, and your poise, attention to detail, and work-ethic have ensured that PA FBLA conferences run without a hitch and are the most fun out of all the states.
- **Mr. Skerpon:** Your passion for FBLA is absolutely unparalleled. As a former State President yourself, you bring such a unique perspective to the PA FBLA leadership team, and I can only hope that I can maintain my relationship with FBLA as well as you have.
- **Miss Ryland:** You have helped me to develop a sense of leadership and responsibility that I could not have gained anywhere else. I have gotten to know you well over the past couple of years, and I have no idea how you managed to deal with me for all that time! Your commitment to FBLA, your students, and your officers inspires me every day, and I am so thankful to have had you as my state adviser.

To my officer team: It has been an incredible honor working with each of you this year. Without you, my national campaign could never have been a success, and I don't know how I could ever thank you for all of the time and energy that you dedicated to me in Nashville. I know I made some life-long friends this year, and I can't wait to watch you all succeed in your futures.

Continued on the next page.

2014-2015 State Officer Farewells

Sam Kessler—President

Continued from the previous page.

And to my local advisors: Where would I be without the two of you?

- **Mrs. Kern:** I really don't know how you do it. Although you were raising a young daughter throughout my time with our local chapter, you never seemed stressed, and you dedicated an incredible amount of time and energy to your other "family," your Wissahickon FBLA family. The amount of new paperwork that we had to sort through after you left for maternity leave just goes to show how much work you do for our chapter, and I can't tell you how much I appreciate all that you have done for me over the years.
- **Mrs. Mulroy:** It is impossible to express how thankful I am to you for these past four years. You are the person who encouraged me to be involved in FBLA, who supported me as I ran for state and national office, and who spent hours in cars and planes with me as we traveled to various conferences and meetings. Your passion and selflessness are evident in everything that you do, and you have had an immeasurable impact on my life, and on the lives of so many other Wissahickon FBLA students.

Of course, I would be remiss if I did not thank Mrs. Westerlund. You are one of the kindest people I have ever met, and although I am not your student, I cannot thank you enough for all of the help and support you gave me this year. When I joined FBLA at the start of my freshman year, I never could have imagined the impact that it would have on my life. Thank you to all of the friends and mentors who made this journey possible. I will certainly miss my time as a student in this organization, but I look forward to seeing what the future holds not only for me, but for PA FBLA, and the over 13,000 students I served as State President.



Pictured above: the 2013-2014 National Officer Team standing beside the newly elected officers at the Closing Session.

Pictured below (left to right): Alison Moore, Reporter; Ms. Kristi Ryland, State Adviser; Maria Hudock, First Vice President; and Sam Kessler, President.



2014-2015 State Officer Farewells

Maria Hudock—First Vice President

Maybe FBLA has really changed your life; maybe it hasn't. Whatever FBLA means to you, I hope you continue to be involved and experience more in the organization because, no kidding, it really does have life-changing potential. As I conclude my senior year, let me tell you what FBLA means to me. FBLA means exploration – new locales with each traveling adventure, and new subject areas for study. It means learning new skills and being absolutely terrified to try them out. It means wearing heels often and, consequently, carrying Band-Aids a lot. It never means sleep, unless followed by the words “you wish.” FBLA means a chance to grow, and most importantly, it means *people*. The people I've met, especially this past year as a state officer, are by far the most wonderful asset to our organization. The state management team – Miss Ryland, Mr. Skerpon, Mrs. Skiles, and Mr. Boncal – are four people whom I revere. They are all incredibly hardworking, approachable, and know exactly how to show you how to grow. If you have the chance to meet them, never pass up the opportunity.

But let's talk about a group of people you're more familiar with: the members. It has blown my mind to meet members from across PA (and the country) and see what you do: from producing incredible films and presentations, to starting your own mini companies, to performing some awesome card tricks, to modeling edgy styles, to making people roll on the floor laughing. I have to especially mention Sam, Alison, Alyssa, Madison, Kim, Grace, and Justin; you all inspire me on a profound level, and a large part of what I've gained in PA FBLA is simply witnessing the incredible people I worked with.

One of my favorite people ever (cough, she was quite a “stellar” person) once referred to the “FBLA gods” when listing some truly accomplished people who inspired her. I think in a way that's similar to all of us – we all rule our own little specialty corners of the PA FBLA universe. So my parting message would have to be this – PLEASE go out and explore that universe. There are some unbelievable people out there who can teach you more than you'd ever think – oh yeah, and they prove to be some superhuman friends.

Thanks for an awesome year, PA FBLA. I hope that what I've done this year can make a small imprint on this organization, because FBLA has made an indelible one on me. Best of luck to all you outstanding people in everything you pursue - you're going to blow the world away with what you can do.

2014-2015 State Officer Farewells

Madison Metzger—Secretary

My past few years as an FBLA member have been truly some of my most memorable. FBLA has given me so many opportunities that I will be forever grateful for, none of which would have been possible without Mr. Boncal, Miss Ryland, Mr. Skerpon, and Mrs. Skiles. I am thankful that you all donate your time to make PA FBLA as spectacular as it is. I hope that I can continue to show the dedication that you all do in the future. Throughout this experience, my adviser, Mrs. Angle, has been truly supportive of me and has allowed me to develop as a person while laughing and traveling for hours together. I will miss you a lot as this year draws to a close.

Additionally, I have grown so close to the rest of the state officer team and I hope that we all stay in touch throughout our college years. You all are kind and genuine people that I am lucky to call my friends. To all of PA FBLA: I hope that you all challenge yourselves to be the best you can be and realize that we have the capabilities to revolutionize not only the business world, but America as a whole. I want to thank you all for making FBLA the highlight of my high school career.



The State Officer team attending the Closing Session at the SLC (left) and the girls attending the January Executive Committee Meeting (right).



2014-2015 State Officer Farewells

Justin Miller—Treasurer

This organization has not only helped develop my abilities as a student and as a leader, but I am confident that the members have developed Pennsylvania FBLA. We have left a mark here that is certain to stay for some time. We worked as a team throughout Pennsylvania, and created new channels of networking between the Region and State officers. This team throughout Pennsylvania is the result of a deep connection among our members. Later in life we will be pushed to our limits, whether personally or professionally, but what has been created through our involvement in FBLA is a cushion. Not a cushion to fall back on, but a cushion that pushes you back on your feet, one that does not allow mediocrity.

This organization does not accept mediocrity because we have seen each other soar to new heights. In the years following our post secondary education, we will be there for one another during job searches and business ventures, but we need to remember where we have come from. Even though we are moving forward, we need to continue the momentum for others by giving back to this organization, an organization that has given so much to us. We have one goal, and that is to be successful. Success can be judged in many different ways, but one aspect remains constant: success will consist of many failures along the way, but the enthusiasm for triumph cannot be lost.



State Officers Justin Miller, Treasurer (left), and Sam Kessler, President (right), attending the 2014 NLC Closing Session (left) and the State Officer team exploring the streets of Memphis, also at the NLC (right).

2014-2015 State Officer Farewells

Alison Moore—Reporter

Dear Pennsylvania FBLA, I would like to say thank you for all that you have done for me throughout my four years of membership in FBLA. You, the members of FLBA, have taught me incredible life lessons but most especially, you have taught me that leadership is not always easy and perseverance is vital to success.

Not only would I like to thank the members, but I would also like to thank the State Management Team, including Mr. Boncal, Mrs. Skiles, Ms. Ryland, Mr. Skerpon, and Mr. Selleck. Their commitment and dedication to FBLA are unparalleled and each of them inspires me to be more, achieve more, and do more. Finally, I would like to thank my local chapter and my advisers, Mrs. Holly Hippenstiel, Mr. Andy Belolan, and most especially Mrs. Brenda DeWire, for working with me throughout the years and encouraging me in all my endeavors.

This year has been incredible and the decision to run for a state officer position was without a doubt the best decision I have made in my life. I hope that in the future, each of you will be able to look back on your time in FBLA and see it as a life-changing, positive experience. I know that FBLA taught me ambition, leadership, commitment, and perseverance and I will be forever grateful for all it has offered me.

Kim Bischof—Parliamentarian

My time with PA FBLA is coming to an end far more quickly than I expected. The time has now come for me to say goodbye to the amazing friends I have made through my FBLA journey. Words alone cannot express the gratitude I feel towards this great organization and its members for the experiences I have had. The professional, personal, and social growth I have experienced through FBLA are both enormous and invaluable. When I was a freshman, a senior in FBLA told me that this organization is not just a club, it is a family. I've come to find that statement to be a perfect explanation of my time with the Future Business Leaders of America.

Now I would like to take this opportunity to encourage you, the members, to take advantage of all that FBLA has to offer and to take the skills you have learned through this organization to "Step Up to the Challenge" and do amazing things!

2014-2015 State Officer Farewells

Alyssa Ray—Vice President at Large

This year has come and gone faster than I ever imagined it would. It feels like just yesterday I was filling out the application to run for a state officer position. I have enjoyed every minute of being a member of the Executive Committee and the knowledge I have gained from this experience will be lifelong. From all the friends I have made, to the leadership skills I have gained, I am incredibly grateful for the opportunity to serve as a state officer as a part of PA FBLA.

I could not have made it through the year without the unending help and support from my local advisor, Mrs. Doherty, and of course, Miss Ryland, Mr.

Skerpon, Mrs. Skiles, and Mr. Boncal. They always did whatever they could to make my journey through FBLA the best experience possible. Without them, PA FBLA would not be the great organization it is.

Members of PA FBLA: never, ever give up! One of my favorite quotes states, "Never underestimate the power of being persistent." (Naehas) This quote has helped me accomplish many personal goals at this point in my life. It has taught me that if you want something badly enough, then you will do whatever it takes to reach that goal, no matter how long it takes.

Grace Godshall—Vice President at Large

Being a state officer was one of the most rewarding experiences that I could have gained during my high school career. Not only did I learn business processes and functions, but I also built long lasting relationships with my fellow officers. They are excellent students and friends; people that made every effort worthwhile. Furthermore, I would like to thank my adviser,

Mrs. Maria Halteman, for putting forth constant effort and assisting me during my term. She is an unbelievable asset to our local chapter. I would also like to especially thank Ms. Ryland, Mr. Skerpon, Mrs. Skiles, and Mr. Boncal for their guidance and patience, as well as for their work with the officer team.

My College Career and FBLA-

A Word from Morgan Stahr, Former PA FBLA President



PA FBLA has influenced my life far beyond high school. Currently, I am a freshman at American University (AU) majoring in CLEG (Communications, Law, Economics, and Government) and minoring in Mandarin Chinese. From the very beginning of college, I have had to interact with so many unfamiliar people and be able to communicate with them. During my time with PA FBLA, I was always meeting new people and networking at conferences and workshops. By taking part in these experiences before college, I was better able to communicate with my peers and was excited to meet new people on the first day of class.

College is more discussion-based than high school, so having these communication skills from FBLA gives me an advantage. Additionally, PA FBLA allowed me to act as a professional in the business world. This has been very useful to me in my

life in Washington, D.C. and in college. I am always interacting with professionals, such as my professors and deans, or people in the city. PA FBLA taught me the importance of being professional at all times in the way you dress, speak, and interact. Lastly, PA FBLA gave me the opportunity to become a more organized person and a better leader. These are qualities that I use often in college.

I recently became part of the Ambassador Program at my school, which is where students represent AU for all the prospective students. I wanted to be part of this program because it would help me become a better leader among my university peers. The impact PA FBLA has had on me is life-long because it made me into the person I am today, and for that I am grateful.

Morgan Stahr
Former PA FBLA President
Currently attends:
American University
Major: CLEG



The 2013-2014 State Officer Team at the 2014 SLC Closing Session.

What FBLA Has Done for Me-

A Word from Rachel Walter, Former PA FBLA Reporter



During my early high school years, I had always been self-motivated: setting goals for myself and pushing myself to do everything possible. When I joined FBLA as a sophomore, it just seemed like the obvious thing for me to do. I knew it would be exciting and challenging, but also rewarding if I put in enough time and effort. Needless to say, after placing at the NLC as a sophomore, I was motivated more than ever to be successful with all of my FBLA endeavors. As a junior, I successfully ran for state office, but even that was not enough for me. During my senior year, I finally decided to participate in all that FBLA had to offer – I participate in every program, award, and activity that FBLA had to offer.

For me, pushing myself to complete the Membership Madness and Mania awards, along with the Keystone Leadership Award, Big 33, Who's Who in FBLA, and the National Business Achievement Awards, was the best decision I could have made. These awards challenged me to become a better member in my community and school and through these processes, I discovered who I am as a person and what I value most.

My experiences with FBLA also taught me how to balance a social life with a

heavy work load, and I found out that giving back to my community was the most rewarding experience of all. These experiences made the transition into college much easier, and even now at the University of Pennsylvania, I continuously use the skills I learned through FBLA. Whether it is working with my Management 100 group, interviewing for executive boards, or attending the Wharton Women Business Conference, the team work, interviewing, and conference opportunities in FBLA constantly provide me with valuable experiences.

As I look back on my time with FBLA now, I would encourage all current high school members to take advantage of everything FBLA has to offer. Through these opportunities, I hope that each of you finds what makes you tick – seek out your passions and find yourself within them. Remember, as long as you've got passion, faith, and are willing to work hard, you can do anything you want in this life.

Rachel Walter
Former PA FBLA Reporter
Currently attends: Wharton School of Business
Major: Marketing and Management

Gettysburg Area High School-

Students at Gettysburg Area High School celebrated the Grand Opening of their Student Store before the holiday break. The group of students helped in the process of renovating the store and making it a convenient walk-in business available to all high school students and employees.

Gettysburg Area High School FBLA members celebrate the Grand Opening of their high school store, open to all students, teachers, and faculty.



Jersey Shore Area High School— Toy Collection

Jersey Shore FBLA recently held a stuffed animal collection. Students and teachers at Jersey Shore Senior High School were encouraged to donate new or gently used stuffed animals to be donated to local charities. In addition to advertising the collection, Jersey Shore FBLA held a casual day on November 14, on which teachers could donate stuffed animals in exchange for the privilege of wearing jeans and other casual attire.

The collection was a success with over 300 stuffed animals collected. Teachers donated entire garbage bags filled with stuffed animals! Once the donations had been gathered, members sorted the stuffed animals and prepared them for donation.

The animals were donated to several local charities. Some were given to area fire departments and police stations to be given to children in times of crisis. Others were donated to

The New Love Center, a food bank in Jersey Shore that provides food and other home goods to area families. The New Love Center handed out the stuffed animals to children during a food distribution.

Written by:
Beatrice Ferguson
Jersey Shore HS

Waynesboro Area HS and the Waynesboro Rotary-

As members of the Waynesboro FBLA Chapter, we are also members of the Waynesboro Interact Club through the Rotary, and we are very thankful for the wonderful relationship we have with our local Waynesboro Rotary Club. The Rotarians give us a tremendous amount of support and guidance in many of our business endeavors; they show us what business leaders look like within the community.

One of the most impactful experiences for FBLA members is the opportunity to attend Rotary Luncheons. Each week, two to three members of the Waynesboro Chapter attend these luncheons. After the meal, which takes place at the Waynesboro Country Club, a speaker gives a twenty to thirty minute presentation. The speakers are various businesspeople who are invited by the Rotarians to come and share a product, service, or

experience. Throughout the meal and presentation, proper business etiquette is expected. This is why the luncheons are so helpful to FBLA members: we have the opportunity to observe business procedures in action.

Each summer, the Rotary sponsors members of our FBLA chapter to have the experience of a lifetime. The Rotary Youth Leadership Awards (known as RYLA) is a summer camp event that lasts about a week. It is for young business leaders who want to make a difference, and each year, our local Waynesboro Rotary sponsors our members who are interested in attending. Without the help of the Rotary, we would not be given this opportunity.

The Rotary 4-Way Test is a speech contest that occurs each year. The opportunity is available for all FBLA members to give a five to seven minute speech on a topic that is

controversial and relevant in society. There are multiple rounds to this speech contest. For the first round, Rotarian judges come to Waynesboro High School, where the FBLA members present their speeches throughout the day. The judges choose the top three performers and these three move to the next round, which involves presenting their speech yet again at a Rotary luncheon. At the luncheon, a winner is chosen, and this person advances to the next round. The 4-Way Speech Contest is a unique experience that we are able to participate in due to Rotary's generosity.

Article continued on the next page.

Inspiring Quote-

"The only safe ship in a storm is leadership."

Faye Wattleton

Waynesboro Area HS and the Waynesboro Rotary-

Article continued from the previous page.

As a part of FBLA, we are required to complete the Business Achievement Awards, and some members need to participate in a mock interview as a part of completing these awards. Rotary members make this assignment quite simple by giving of their time to come to the high school for a day. They act as business professionals in a certain field, and they interview all the FBLA members who must complete this task. If it weren't for the kindness of the Rotarians, many members would have trouble completing this part of the Business Achievement Awards. Having a close working relationship with the Rotary benefits our FBLA organization, and we couldn't be more grateful towards the Rotarians for all they do for us. They show us great examples of what business professionals look like; they are excellent role models for us all.

Stroudsburg Area High School-

National FBLA-PBL week was held February 8-14, 2015. In order to showcase our FBLA spirit, several Stroudsburg FBLA members dressed in business attire for Professional Attire Day on February 11. This demonstrated the professionalism of FBLA members to the rest of the student body. At our meeting that day, we celebrated Adviser Appreciation Day, expressing our gratitude to our advisers with candy and flowers.

In order to raise money for the Twilight Wish Foundation, our chapter hosted a Frisbee Tournament as well as a Dress Down Day. Students were allowed to wear a purple shirt to represent the Twilight Wish Foundation for a one dollar donation. We were able to collect more than \$1,000 for the Twilight Wish Foundation, exceeding our goal.

Stroudsburg FBLA members display their FBLA banner during FBLA-PBL Week.



North Penn- WLI Volunteer Reaches Young Leaders

With “Real World” Workshop

Nancy Mueller, Sr. Manager of Dermatology Sales Learning and Development (SLED) and Horsham campus co-lead for the Women’s Leadership Initiative (WLI), used the inspiration of the Johnson & Johnson Bridge to Employment (BTE) program to bring similar experiences to students “right in her own backyard” at her daughter’s high school in Lansdale, Pa. Johnson & Johnson established the Bridge to Employment program in 1992 to help young people build solid futures by introducing them to a broad array of careers in health care. The J&J “signature” program aims to prompt student interest in science, technology, engineering and math (STEM), as well as encourage high school students to attend college. To help the students gain an intimate understanding of the many aspects of the commercialization process, Nancy recently conducted an engaging “Let’s Sell Something” workshop for nearly 100 young members of the Future Business Leaders of America (FBLA) chapter at North Penn High School in Montgomery County.

WLI partnered with Nancy to support the event, highlighting for her daughter, Abby, and her peers, the importance of both giving back to the community and understanding the values of the organization for which one works. “I was so excited about this project because there was such a clear connection in purpose between Our Credo and J&J focus on ‘giving back’ and the WLI’s commitment to bringing skills development and career insights to the future leaders of our great country,” Nancy said. “I have a passion for developing people, and that has now expanded into a passion for developing leadership in students.”

Linda Westerlund, Department Chair of Business Administration and Technology at the high school and local/region FBLA advisor, remarked, “Nancy completed an awesome, hands-on workshop for the students, filled with many opportunities for them to explore and practice the various aspects of entrepreneurship that we study, such as marketing and sales.” She added, “Nancy held everyone’s attention and kept students engaged throughout the presentation. They really enjoyed it.”

Left to right: Ms. Nancy Mueller and her daughter Abby pose with Ms. Linda Westerlund at the hands-on, interactive workshop, “Let’s Sell Something.”



Tom McGarrigle— Pennsylvania Entrepreneur



Tom McGarrigle is not only a Pennsylvania State Senator serving the 26th Senatorial District, but he is also a successful business owner and job creator. McGarrigle knows first-hand what hard work and dedication can do for a family and a community. Being one of seven children to a widow, Tom learned quickly that he needed to work hard in order to be successful. Owning an auto body shop is no easy task, nor are the responsibilities of a Senator, but Tom has managed to do the unthinkable.

McGarrigle is an icon in the Delaware County community. "His presence is unmatched and does not go unnoticed," one resident said. Tom understands how to balance a budget and make tough decisions. In order to keep his business afloat during the recession, he had to make tough decisions to save jobs. His service toward Delaware County as Council Chair made a huge mark. He understood as a business leader that networking and connections were an integral part of success. Tom worked with officials between party lines on the federal and state level to save the Sunoco® refinery and create the Philadelphia Union® soccer stadium in Upland Township.

Being actively involved in one's community is a message Tom cannot stress enough. In order to run a successful business, you need to appeal to your consumer. McGarrigle reminds us that his consumers are the members of his community. Tom McGarrigle is an effective leader, businessman, and entrepreneur from Pennsylvania and that is why Pennsylvania Future Business Leaders of America are proud to highlight his accomplishments.



Written by: Justin Miller
PA FBLA Treasurer

Chestnut Ridge FBLA Teaches Job Skills-

FBLA members recently taught important job skills to different grade levels of the high school. FBLA members taught ninth graders how to complete job applications thoroughly and effectively. Tenth grade students were taught proper dining etiquette. Finally, seniors engaged in mock job interviews with local business leaders. At the interview, each candidate had to present a copy of their resume and a job application. Seniors received individualized feedback about their interview skills.

Lynda Resnick— Entrepreneur



Lynda Resnick has good taste; really good taste—literally. This woman is the marketing phenome behind POMWonderful, Fiji Water, and Wonderful Pistachios, among other brands. The success of these products has to do with gaining this woman’s super-sensitive taste buds’ approval. Once approved, they’re rocketed to massive success by Lynda’s keen marketing insight. Lynda didn’t start out at the top of the marketing world, however, and this assertive, creative, witty, driven—and yes, Pennsylvanian—entrepreneur took an interesting route to get there.

Lynda was born in 1944 and grew up in Philadelphia, PA. Her father was in the movie industry (he produced the classic *The Blob*), and when Lynda was a child, he cast her in a local kids’ stand-up comedy show. A knack for wise-cracking stuck with Lynda through the years, even if acting didn’t. When her father refused to pay for art school, Lynda attended community college but dropped out, instead starting her own eponymous advertising agency (Lynda Limited) at the age of 19. The endeavor was no teenage dream, and Lynda worked incredibly hard to develop her business. In an interview with *The New Yorker*, Lynda said the motto of her growing operation was, “If you don’t come in on Sunday, don’t bother showing up on Monday.” She was a very young businessperson, but a very determined one. Ads weren’t the only

thing produced in her agency: she also let Daniel Ellsberg use her copy machine to reproduce top-secret Vietnam War files, which were later released to the *New York Times*.

During this time, she also married, had two children, and divorced. Lynda’s agency was her sole business until a friend fatefully referred another successful young entrepreneur, Stewart Resnick. Her personality shines through in this quote about the moment they met: “I know exactly what I was wearing... I mean, I was in my twenties; I was *adorable*.” When the two were married, a formidable marketing and business pairing was made.

Biography continued on the next page.



Photo taken from: http://data.amirite.net/quote_author_images/533c031d2707d.jpg

Lynda Resnick— Entrepreneur



Biography continued from previous page.

Through their holding company, Roll Global, Lynda and Stewart entered a progression of diverse business ventures. Lynda honed her skill for marketing that she says is defined as “listening to a market audience like one listens to a friend.” The two started out with Franklin Mint memorabilia, then Teleflora flower delivery. Lynda, a powerhouse in the business world, won an award for revolutionizing Teleflora with keepsake flower containers. When the Resnicks invested in land that happened to have pomegranate trees, Lynda insisted they chase down folklore and medical research about pomegranates. (Stewart just wanted to weed the fields.) She found out about the virtually unknown fruit’s health benefits, and, being Lynda and excited, practically created a new industry. She came up with the P-heart-M logo and unique bottle, then proceeded to ship samples to all of her celebrity and corporate friends’ mailboxes until they’d agree to try it. And she didn’t stop with health juices; she also turned pistachios, another previously uncommon food, into a new

industry with her company’s “Get Crackin” campaign. Fiji water is another example of a once-unknown product that Lynda made prominent in the United States.

Lynda now lives with Stewart in a lux Beverly Hills mansion (she says, “It’s not home, but it’s much.”) and continues to manage Roll Global holdings as well as many charity and research endeavors. Soon, POM will tackle cold coffee drinks – but not without Lynda’s exacting gustatory and aesthetic approval. Her many successes show that a hunger to achieve what you want can take you most anywhere – and perhaps that the hunger might be satisfied with unusual health foods.

Written by: Maria Hudock

First Vice President



Photo taken from: Fiji Water bottles, http://3.bp.blogspot.com/-57LN6Wld6dQ/TiVbIFkLt2I/AAAAAAAAAEJQ/NxNbPMtIQNY/s1600/EML_S-2948.jpg and ROLL Global logo, http://i.forbesimg.com/media/lists/companies/roll-global_416x416.jpg

Chestnut Ridge Gives Back During the Holiday Season

The Chestnut Ridge (CR) chapter of Future Business Leaders of America celebrated the holiday season by giving back to others in the community. On Friday, December 5, CR FBLA hosted an American Red Cross blood drive. Over 20 pints were garnered from students, staff, and community members.

On December 18, 2014, CR FBLA hosted a “Cookies with Santa” night in the high school cafeteria. That evening, children could talk to Santa, eat a holiday snack, color Christmas pictures, and listen to Christmas stories. Cookies were donated by FBLA members and Galliker’s Dairy donated the milk. Walmart Distribution Center donated the water for the event and over 50 children visited Santa that evening.

During the month of December, the five grade levels in the high school competed to see who could donate the most items for the residents of Pennknoll Nursing Home. Students donated candy canes, lotion, books, slippers, socks, puzzles, and other items to place into each stocking. Over 50 stockings were stuffed and delivered to Pennknoll before Christmas. The grade that donated the most items was the senior class with over 190 items.

Wissahickon High School-

The Wissahickon High School chapter of Future Business Leaders of America is both prospering and inspiring the entrepreneurial spirit within Wissahickon HS. Currently, our local chapter is thriving with 266 members, 41 of which are attending the SLC in Hershey, Pennsylvania. One of our members, Sam Kessler, is also the National FBLA President. The Future Business Leaders of America chapter at Wissahickon HS is inspiring the entrepreneurial spirit by encouraging members to be involved in business by purchasing items from the school store and the café.

These businesses are run by students, for students, and raise money for student-based clubs. Both the store and the café are open in the morning and soon the store will be open during lunch. The FBLA chapter at Wissahickon is truly prospering and inspiring the entrepreneurial spirit.

Central Columbia High School-

Over the past few months, my partner, Alison Moore and I, have been working with several local businesses in our town of Bloomsburg as a part of a project with our local downtown businesses. Previously, we were struggling to think of an idea that would work for our project, but after some discussion, our school reached out to the Chamber of Commerce. We spoke and worked with Ms. Adrienne Mael, Downtown Business Manager of Downtown Bloomsburg, Inc., to assist her in efforts to help businesses advertise online. Ms. Mael came to our school several times to discuss plans for working with businesses in our town and we came up with the idea of helping businesses create and manage social media pages in order to further advertise online.

Alison and I, as well as other members from our chapter, met with five businesses to discuss which social media sites each businesses wanted to advertise with, their target audience, and what they wanted to advertise. Currently, we have Facebook, Twitter, and Instagram accounts for Fog and Flame, a local coffee shop, our local Subway restaurant, Wagner's Trophies and Engraveables, and Lori's Country Cuts, a local hairstylist. We are also in the process of meeting with the managers from a photography studio and an art gallery in order to help these businesses improve their advertising.

Written by:
Sophie Salerno-DeWald
Central Columbia HS



Left: Alison Moore pictured with Adrienne Mael,
Downtown Business Manager of Downtown Bloomsburg, Inc.



Right: Sophie Salerno-DeWald (left) and Alison Moore (right) pose in
front of Ms. Mael's office.

St. Mary of Mt. Carmel—Middle Level

This is the first year that St. Mary of Mt. Carmel School has been an active Middle Level Chapter. We were thrilled at the number of students that signed up, about 30% of our fifth to eighth grade student body. Because we are all new to FBLA and Middle Level, we were apprehensive to compete, and although we got off to a late start with our competitive events, the students showed great enthusiasm and made a commitment to meet weekly to participate in the chapter's Community Service Project so that it could be completed by the February deadline.

We wanted to be part of a unique event that would help our school community and would also teach marketing, communications, and computer skills. The chapter decided to create a promotional school video that would not only benefit St. Mary of Mt. Carmel School, but also help promote Catholic Education within the Diocese of Scranton. Our school, as well as the other 19 schools within the Diocese of Scranton focus a great deal on service and reaching out to help many people in our communities, locally, regionally, and nationally. We feel strongly that by promoting our school system, our efforts will not only benefit one cause, but many.

The chapter members composed a list of interviewees that they felt would best represent the school and Diocese. We are all very proud that the two 8th grade members & co-presidents took leadership roles and met with the Superintendent of Schools, the High School Principal, the Elementary/Middle School Principal, the Our Lady of Mt. Carmel Church Pastor, the Athletic Director, and faculty members to tape the video. After much discussion and many meetings, the students decided on the sequence of the video, and the photos to be used. Once it was edited, the video was complete and a QR code was generated.

It was an important marketing decision to create the QR code so that our chapter could maximize the video's exposure. This code and video link were included on several websites. In addition, the video can be viewed on YouTube: Saint Mary of Mount Carmel FBLA. The QR code was also used on a school registration flyer and distributed throughout the community. We are very thankful to PA FBLA for the opportunity to compete in the Community Service Project event. It is our best intention that St. Mary of Mt Carmel's efforts will truly manifest into a positive outcome, not only within our school community, but in the larger community as well.



Pictured to the left is the St. Mary of Mt. Carmel Middle Level Chapter and to the right, Co-Presidents Jillian McDonough and Nicholas Klein stand with Msr. David L. Tressler, Diocesan Secretary for Catholic Education/ Superintendent of Catholic Schools.



Easton Area HS FBLA

It has been a busy year for Easton FBLA! On January 6, forty members attended the Regional Leadership Conference held at Lehigh Carbon Community College. They competed in regional events and participated in two workshops – one offered by the State Attorney General's Office and one offered by the Lehigh Valley Zoo. Eleven students qualified to attend the State Leadership Conference in April; two students received Who's Who Awards, and two students were elected as President and Secretary of Region 28. Hershey here we come!

Additionally, we had a dynamic guest speaker at our January meeting. A former Easton FBLA alumni, Tyler Rutt, and the Business Department Chairperson from Bloomsburg University, Dr. Shawver, came to talk to the students about how important FBLA-PBL is to high school and college students. Tyler has continued with PBL at Bloomsburg University and we reconnected with him at the National Fall Leadership Conference in Washington D.C. The members enjoyed a fun icebreaker and listening to Tyler speak about FBLA-PBL's professional development opportunities, leadership activities, and community service options. The students were also informed about the wonderful business programs at Bloomsburg University. Tyler was a model Business Education student and FBLA member.

Easton FBLA is gearing up for our March of Dimes activities this spring. We will run a "Blue Jeans for Babies" day the end of February for the faculty and staff at Easton HS. Then we have our 175 homerooms compete in the Dimes War, where the winning homeroom wins a breakfast party. And last, but not least, we will join thousands of people at the Walk for Babies in the end of April. To round out the school year, we have our annual Dodge Ball Tournament scheduled for mid- May, and a Pancake Breakfast at the local Applebee's, also at the end of May.



Easton Area FBLA members attend the
Regional Leadership Conference at Lehigh Carbon Community College.

Pine Grove Area HS-



Currently the Pine Grove FBLA Chapter is working on several fundraisers to be able to attend this year's FBLA State Leadership Conference. Some of these fundraisers include selling Gertrude Hawk chocolate bars, organizing a spring dance in March, and selling tickets to chicken barbeque dinners through one of our local fire companies. Our school no longer financially supports our students in FBLA, which is why we are very busy trying to raise money to give our students the opportunity to attend conferences and other FBLA events. Additionally, our members are working with a local community organization, Operation Hugs and Kisses, to raise funds for the community by participating in their annual charity auction.



Pictured are Mrs. Hughes, FBLA Adviser and Rebecca Moyer, PGA FBLA member.

Northampton High School- Unique Region 28 RLC

On January 6, Northampton Area HS FBLA and many other schools attended the Region 28 Regional Leadership Conference. The event was held at a local community college, Lehigh Carbon Community College. The RLC guest speakers included the Lehigh Valley Zoo and a representative from the office of the Attorney General.

First off was the group from the Lehigh Valley Zoo. They were a big hit as they brought along a few animals as part of their presentation. As they brought out the different animals, they also spoke about different career options that involve wildlife and the environment. The animals they brought were a tegu, a West

African crane, a red tail boa constrictor, a bobcat, and an African penguin. Each animal was walked around the conference area while another representative from the zoo spoke about the animal.

After the Lehigh Valley Zoo finished their presentation, a representative from the office of the PA Attorney General gave a presentation on digital awareness and cyberbullying. The representative stressed the importance of online safety, as you do not know if someone is who they say they are. Once his presentation was finished, it was time for lunch and then the most important part, the awards ceremony. Overall it was a fun and memorable time.

"Congratulations! Today is your day. You're off to Great Places! You're off and away!"
— Dr. Seuss, Oh, The Places You'll Go!