

FALL, 2015

OCTOBER 6TH, 2015

MARYLAND FBLA NEWSLETTER

Future Business Leaders of America

Special Points of Interest:

- *Recap: FBLA team, training materials, CTSO officer training*
- *Looking forward: Dates to watch for*

YOUR MARYLAND FBLA 2015-2016 STATE OFFICERS



Nick Santangelo, State President: *"...looks forward to leading another successful year in his local chapter as President and to strengthening the entirety of Maryland FBLA."* Instagram: [mdfbla.president](#)



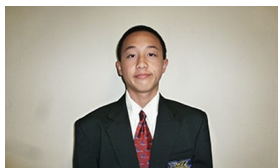
Divya Kapoor, Vice President: *"...is excited to Connect, and lead Maryland FBLA to new successes!"* Instagram: [mdfbla.vp](#)



Benjamin Butenewicz, Secretary-Treasurer: *"...can't wait to Connect with Maryland FBLA."* Instagram: [mdfbla.secretary-treasurer](#)



Alexis Datta, Reporter-Historian: *"...is ready and excited to make a difference in Maryland FBLA!"* Instagram: [mdfbla.reporterhistorian](#)



Jonathan Zhao, Parliamentarian: *"... is very excited to be serving as your 2015-2016 State Parliamentarian."* Instagram: [mdfbla.parliamentarian](#)



Alexis Holland, Region 1 VP: *"... looks forward to orchestrating the Region 1 Leadership Conference for 2016."*



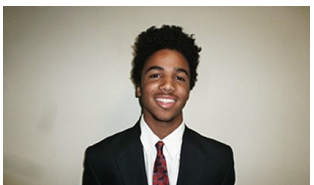
Sophie Sun, Region 2 VP: *"... is thrilled to see what the 2015-2016 year will bring ."*



Annabell Midley, Region 3 VP: *"... is honored to serve as your 2015-2016 Region 3 Vice President."*



Lakshna Chopra, Region 4 VP: *"... looks forward to helping Region 4 and Maryland FBLA achieve greater heights this year!"*



Robert Jett, Region 5 VP: *"... is amazed at the opportunity to serve as your Region 5 Vice President ."*

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CTSO OFFICER TRAINING, AUGUST 5-6, 2015

Early in August, state officers from the Career Technical Student Organizations (CTSOs) of DECA, FBLA, and SkillsUSA met in Baltimore to discuss and finalize their plans for the year. The CTSO officers attended workshops about presentation skills from TALLSmall productions, a local business that trains individuals in public speaking; learned more about parliamentary procedure and the importance of its implementation; and learned more about the most effective ways to communicate with their team and state chapter members. The Maryland State Department of Education sponsored the training, asserting that as leaders in our organizations, it is crucial for FBLA officers to understand their responsibilities and be prepared for the year ahead.

At the training, Maryland FBLA officers finalized their program of work, focusing on bigger-picture goals, such as communicating through social media and connecting with local chapters. They also made use of this time to assess their current progress, reflect on the effectiveness of previous programs of work, and understand improvements they could make in the upcoming year. When looking at how they could improve communication, the Maryland FBLA officers decided to heavily utilize social media and increase correspondence with chapter advisors and presidents.

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“By improving communication tactics, they hope to revive inactive local chapters, and thereby increase membership.”

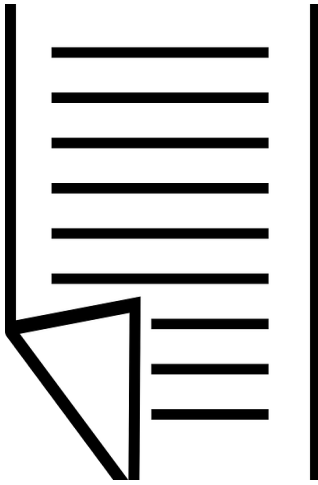
By improving communication tactics, they hope to revive inactive local chapters, and thereby increase membership.

Overall, CTSO training provided Maryland FBLA officers with a way to connect all of their ideas together in one unified plan to make FBLA bigger and better than ever.



Officers were present from all three organizations: SkillsUSA, DECA, and FBLA. In the picture to the left, the students in the light blue making the sign ‘MD’ are the SkillsUSA students, the students with blazers making the ‘triangle’ with their hands are the DECA students, and the students wearing the dark blue polos are the FBLA officers.

TRAINING MATERIALS



Presidents and Advisors received a variety of materials during these past few weeks.

Your Maryland State Officer Team has already started their work to work to ensure that this year is the best year yet. To do that, they have collectively decided that the most prominent change they will make is increasing communication. If you are an advisor or president, you might have already been contacted to verify contact information. This allows the team to update you to make sure that all chapters in Maryland have access to opportunities and information. However, if you have not been contacted and are a president or FBLA advisor, please email Nicholas.santangelo@mdfbla.org, the state president, with your information.

The information that has been distributed so far also includes several important materials for training, recruitment, and fundraising. Your Regional Vice Presidents recently emailed out packets of information that included compiled lists of membership and recruitment tips. Below, you can see the tips that the officer team has highlighted for this month.

The state president, Nicholas Santangelo, has also contacted all regional presidents and advisors with more materials. These include customizable flyers that pertain to FBLA, a recruitment Powerpoint, and BAA instructions for advisors. If you wish to receive this information, please contact Nicholas at the email address above.

SELECTED RECRUITMENT/FUNDRAISING TIPS

Recruitment Tips:

- I. Create a video commercial with clips of the SLC or business related activities and put it on the announcements (if your school has video announcements)!
- II. Hold a club fair at your school and raffle off a number of free memberships.
- III. Every once in a while, have all of your members bring a non-FBLA member friend to your meetings. This will allow the other students to see what FBLA is and will hopefully encourage them to join.

Fundraising Tips:

- I. Make sure to have a good understanding of your school's policies on fundraising, because non-solicitation policies which do not allow for the act of directly asking for money can be a significant factor when planning a chapter fundraiser.
- II. Make sure it is absolutely clear what you are fundraising for. Oftentimes, you should carry a card with information on it as to what the fundraiser is about.

Set Goals:

Before you begin fundraising, set a challenging but achievable goal for the amount you want to fundraise. Make sure to start with a moderate goal that is not too low, but is also not unattainable.

Contact Us

FUTURE BUSINESS LEADERS OF AMERICA

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Visit our website: mdfbla.org
Our social media:
Twitter: @MDFBLA
Facebook: Maryland FBLA, Maryland FBLA
Region 1, Maryland FBLA Region 2,
Maryland FBLA Region 3, Maryland FBLA
Region 4, Maryland FBLA Region 5

DATES TO BE AWARE OF:

OCTOBER

- 7th National Webinar: CONNECT at the NFLCs
- 19th LifeSmarts competition begins
Virtual Business Finance Challenge begins (10am EST)
Virtual Business Management Competition begins (10am EST)
- 20th Deadline for early dues submission (at least 5 members) to qualify for Gold Seal Chapter Award and for receipt of fall TBL Super Sweeps ends
- 23rd NFLC—Baltimore, MD early bird registration deadline

NOVEMBER

- 1–30th March of Dimes Pre-Maturity Awareness Month
- 1st Non-Stop November Begins
- 13th LifeSmarts competition ends
Virtual Business Finance Challenge ends (5pm EST)
Virtual Business Management Competition ends (5pm EST)
- 15th American Enterprise Day
- 17th March of Dimes World Prematurity Day
-Wear PURPLE
- 20–21st NFLC—Baltimore, MD

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CONNECT