



# MARYLAND FBLA

NOVEMBER 2018 EDITION

MDFBLA CHAPTER CONNECTIONS



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## KEY DATES

### OCTOBER

**1-30** Prematurity Awareness Month

**1-30** Media Madness Chapter Challenge

**1** Nonstop November Begins

**9** RLC 2019 Registration Deadline

**12-16** MDFBLA Spirit Week

**15** American Enterprise Day

**16** Tomorrow's Business Leader - Winter Issue Submissions DUE

**17** World Prematurity Awareness Day

**21** RLC 2019 Payment Receipt

**26** RLC 2019 Testing Window Opens

# MARCH OF DIMES PREMATURITY AWARENESS MONTH



-Jacob Miller, Region 1 VP

FBLA is the March of Dimes largest youth fundraising group and has been partnered with them for almost 50 years. In that time, FBLA has raised over \$15 million and last year, we raised over \$400,000. With all of this being said, it is our duty and honor to do all we can to raise money for this great cause. So, this year we will be celebrating prematurity awareness throughout the month of November with the initiative of GoPurple.



During the month of November, chapters should be coloring our schools' purple. Make you advisor's room purple, and hang up flyers and posters supporting Prematurity Awareness. Also, our Media Madness Chapter Challenge is in the month of November and November 16th is Prematurity Day for this challenge. Your chapter can have members wear purple, post information on Prematurity Awareness throughout your school, and create social media posts for your chapter showing your support for the March of Dimes.

By supporting the March of Dimes and participating in GoPurple, as a state we can raise awareness and money for premature birth initiatives. As Future Business Leaders of America, we have the potential and duty to make the world a better place!

**FOLLOW US ON**



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@MDFuture  
BusinessLeaders



@Maryland FBLA

# PRESIDENT'S MESSAGE



# ESMERALDA SAMUDIO

*Dear FBLA Members and Advisors,*

It's been a great start for Maryland FBLA, we hope you have adjusted well to the new school year. We know you have lots of school work to do which is why we are working even harder to make sure you have all the access to necessary resources to help you succeed in FBLA.

So far, the State Officer Team has collectively completed five out of thirty-three of our state goals; which is way ahead of schedule. We have successfully developed a Chapter Planning Guide which was sent out to current chapters with all important information, key dates and programs. In addition, we have developed the criteria for the Early Bird Challenge, the MDBFLA Spirit Week, the BAA Rockstar Challenge, Media Madness Challenge, and the CSA "Pay it Forward" Challenge. We will continue to work hard to make sure that MDFBLA members "Create. Lead. Inspire." In the coming months, more of these goals will be accomplished and members will have access to more resources which will aid in your chapter's prosperity as we launch the new Member Center on our website this month.

The Maryland State Officer Team worked hard to prepare for the State Fall Leadership Conference which was a hit! It was incredible seeing many of you there, asking questions, introducing yourself to new people and most importantly stepping outside of your comfort zone. One of the many things that I have learned from being a State Officer is that the only way to have access to new opportunities is to put yourself out there and network with accomplished business professionals at conferences.

If you or your chapter are interested in having one of the State Officers visit your school, make sure to fill out the "Chapter Visit Request Form;" which can be found on the MDFBLA website. The chapter visit includes an information session about FBLA, a workshop, and you can ask any questions you may have. Personally, I would love to get to meet more of the members in Maryland FBLA.

Best of luck in the year ahead! I know you will "Create. Lead. Inspire." everyone around you!

All the Best,  
**Esmeralda Samudio, State President**

**WANT TO REQUEST**  
A CHAPTER VISIT?

[CLICK HERE](#)

**CHECK OUT OUR**  
FIVE MINUTE FRIDAYS

[CLICK HERE](#)



# CHAPTER CHALLENGES

## *MDFBLA SPIRIT WEEK + MEDIA MADNESS MONTH*

-David Jin, State Reporter-Historian



For the 2018-2019 FBLA year, our State Officer Team has prepared an excellent opportunity for your local chapter to get involved with chapter challenges. One of two challenges taking place during November is Maryland FBLA Spirit Week which spans from November 12 to 16. You and your chapter must upload a photo on social media every day for the week proving your participation in a selection of activities with [#MDFBLASpirit](#). For example, an option is to post a photo of your chapter wearing FBLA shirts! If you successfully post a photo per day proving your MDFBLA Spirit, your chapter will be recognized at the SLC with name badge ribbons. The second challenge available to you is called the Media Madness Challenge. For the entire month of November, you must upload a specific photo from your chapter's Instagram account for a minimum of 12 days to successfully complete the challenge and use [#MDFBLAMediaMadness](#). These photos may feature a chapter meeting, interactions with your school's administrators, or your local advisers. Get creative! Successful chapters will earn ribbons at the State Leadership Conference in March. Please reference the MDFBLA website to see the specific criteria for each chapter challenge. As you can tell, they are many things you and your chapter can be doing outside of preparing for competitive events and please encourage your chapter members to get involved. It's the first step to becoming a leader!

**Do you think your chapter has been outstanding?**

Then enter your chapter in next month's Chapter Spotlight!!

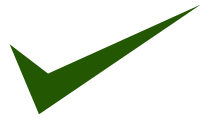
CLICK HERE

**Maryland FBLA has so many outstanding members who do great things for this organization and local chapters.**

If you know of an outstanding member, let us know in the link below!

CLICK HERE

# CHAPTER PLAN OF ACTION



HOW SHOULD YOU LEAD YOUR CHAPTER? TIPS FROM YOUR STATE OFFICERS:

- 1** Continue to hold chapter meetings with business components to assist all members in professional growth
- 2** Select competitive events (Registration closes November 9) and begin to prepare for Regional Leadership Conferences in January
- 3** Hold a community service project that supports the March of Dimes (our national partner) November in Prematurity Awareness Month
- 4** Complete another chapter fundraiser to reduce SLC costs
- 5** Don't forget to participate in MDFBLA Spirit Week and Media Madness Challenges to earn name badge ribbons at the SLC
- 6** Celebrate American Enterprise Day (November 15th)

## TIPS AND TRICKS

- 1.** Prepare for the professional world by making a LinkedIn account
- 2.** Take advantage of resources on the national website
- 3.** Make FBLA have a presence at community events (block parties, parades, etc...)
- 4.** Inform members in your community about FBLA by simply knocking on doors and giving out flyers
- 5.** Use FBLA as a platform to raise awareness of charitable organizations within your community!

## FUNDRAISER IDEAS

### **RESTAURANT NIGHT**

Setup an event at your local restaurant!

### **PIE AN OFFICER**

Donate money to pie an officer

### **SPIRIT SHIRTS**

Design your personalized FBLA or school shirts!

### **COIN CHALLENGE**

Ask for donations and have classes compete to earn a prize!

### **FBLA FUN FACT**

The idea for FBLA was invented in 1937, but the first chapter wasn't chartered until five years later!

# AMERICAN ENTERPRISE DAY



**ISABELLE ZHAN**  
STATE VICE PRESIDENT



Every year on November 15, students from across the nation all come together to celebrate American Enterprise Day; an FBLA “holiday” celebrating the free enterprise system in America. This system is the backbone of our economy, the driving force behind capitalism that gives individual Americans the right to make their own economic choices. Without it, we would not have the freedom of choice in everyday life.

American Enterprise Day first began when President Jimmy Carter made a proclamation on August 8, 1980, directing that the day be observed. The proclamation later developed into a program titled “Getting Involved” under a grant from the Chevron Corporation, designed to expose young people to capitalism through FBLA. The program had three main goals:

- To get local chapter members involved in their business community
- To provide opportunities for members of the local business community to educate tomorrow’s business leaders
- To generate activities that promote American Enterprise on November 15 and throughout the school year

Today, even without a grant from the Chevron Corporation, National FBLA continues to promote American Enterprise Day and raise awareness about the free enterprise system in America.

There are many ways to celebrate American Enterprise Day. My chapter has a tradition of hosting a shark tank-like event, where our Professional Division members judge competitors’ business proposals. Also, you could organize a panel of business owners to speak about their experience, publish articles written by business students in a newspaper, or sponsor an entrepreneurship competition similar to the Blue Ocean Competition. If your chapter decides to try any of these ideas or host your own American Enterprise Day celebration, be sure to post your activities on social media so we can recognize you!

Another great way to get involved and learn more about the free enterprise system is to participate in the American Enterprise Project chapter competitive event. The event is composed of a prejudged report and presentation that details your chapter activities throughout the year. In the project, you should demonstrate an understanding of the American Enterprise System within your school and community. A detailed description of event-specific guidelines can be found here:

AMERICAN ENTERPRISE  
PROJECT

CLICK HERE



# CHAPTER OF THE MONTH

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## MIDDLETOWN FBLA



Middletown High School FBLA is primed and ready for this new membership year. The chapter has been working extremely hard to recruit new members, fundraise, and get organized for the coming year. The chapter ran a booth at the school's "Back to School Night". This night is mainly for underclassmen and the chapter was able to generate interest from prospective underclassmen.



Before the school year started, the chapter created a new bulletin board to market all the benefits FBLA has to offer, and information packets were also sent to all students enrolled in CTE courses within the first week of school. In the past, this has been successful for their chapter in regards to membership recruitment, and this year was no different. The chapter's first meeting saw several new members and enthusiasm from all attendees. Members were excited to begin their BAA's, and the chapter as a whole wants to pursue the Gold Seal Chapter Award. Recently, the chapter ran a successful fundraiser selling donuts at a community block party for the third year in a row.

Middletown FBLA is excited for the year to come and MD FBLA is looking forward to seeing their success!

# MEMBER OF THE MONTH

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## **NIKKI DAYBALL** - *Chesapeake High School*



Nikki Dayball is a member of Chesapeake High School's FBLA. Not only has she been the Treasurer for two years, but she is also one of the most devoted members of her chapter; showing up to every meeting.

Nikki will not hesitate to stay after school when help is needed, whether the chapter needs assistance constructing a bulletin board, or folding hundreds of pamphlets. When Chesapeake High School (AA) attends conferences, Nikki will bring her camera and take as many pictures as possible because she wants to contribute.

Most recently, on the first day of school for freshmen, Chesapeake FBLA set up a booth. Nikki brought in a giant spinning wheel for students to spin for a prize. Not only did this entertain new freshmen, but it recruited many new members!

Thank you Nikki for your hardwork and dedication to FBLA!



# **REGIONAL LEADERSHIP CONFERENCE**

## COMPETITIVE EVENTS



**LUKE MANN**  
REGION 5 VP

As we get closer to the Regional Leadership Conferences, there's a lot to get excited about. It also means that it's time for competitive event selection, which can be confusing for many members. I want to dedicate this article to offering advice on the best practices when it comes to event selection, and what to expect when competing at the RLC.

First of all, there are two primary types of FBLA competitive events: testing events and performance events. Testing events are tests taken before the regional conferences (as well as again before the State Conference). Performance events, on the other hand, take place at the conference itself and are judged and scored during the conference. With performance events, you may have materials that must be submitted in the weeks prior to the conference. For example, in the Mobile Application Development event, you must submit your code for judging in advance as well as present at the conference, and your scores from both the performance and the code submitted are combined.



FBLA offers 70+ competitive events, which makes competitive events selection very overwhelming, but I assure you that almost all members can find an event that suits them. As a starting point, FBLA offers a fantastic flow chart that advises members on how to narrow down the search for the best event for you. After checking out the flowchart, review the FBLA Events At-A-Glance document (located on the national FBLA website) to see a birds-eye view of information about each event. Finally, if you don't see one that jumps out to you or your interests, talk to your chapter officers and advisors to see what they think may be best for you. Ultimately, as long as you are competing in any competitive event, you are going to be gaining invaluable skills for your future, and growing as a student and a FBLA member!

## **MIDDLE LEVEL CORNER**

Middle Level FBLA has the opportunity to compete in events this year at the Regional, State, and National Conferences. Competing in events are a great way to improve leadership and communication skills. There are nine events students can compete in, ranging from Introduction to Computer Science and Coding to Business Math and Financial Literacy.

Competitors can choose to compete in individual events or as part of a chapter team. Individual events focus on leadership and career development skills, such as public speaking skills or business writing, while chapter events recognize overall achievement in growing an FBLA-Middle Level chapter.

Three new events have been introduced this year that include Critical Thinking; which is a team or individual performance. Also new are the events Business Etiquette and Digital Citizenship; which are individual objective tests.

If you have any questions, please reach out to your advisor

**Best,**  
**Kathy Yao,** Parliamentarian




# CHAPTER CHALLENGES

MDFBLA PRESENTS

## Media Madness

Use your chapter's Instagram account and participate in the daily post challenge for the month of November, uploading a minimum of 12 posts. You must use #MDFBLAMediaMadness.

NOVEMBER				1 Your local chapter	2 Chapter meeting	3
4	5 With an administrator	6 Your FBLA bulletin board	7 Freshmen Members	8 Chapter officer team	9 FBLA T-shirts	10
11	12 Celebrate FBLA	13 Member Appreciation	14 Adviser/Teacher Appreciation	15 American Enterprise Day	16 March of Dimes Awareness	17
Maryland FBLA Spirit Week						
18	19 NEW Member Appreciation	20 Junior Members	21 Thanksgiving Holiday		22	23
24						
25	26 Your Adviser(s)	27 American Enterprise Activity	28 Sophomore Members	29 Senior Members	30 Chapter Community Service Project	

All participating chapters will receive ribbons at the SLG.

## HELPFUL LINKS

[MDFBLA](#)

[FBLA](#)

[BAAs](#)

[CSAs](#)

[Key Dates](#)

[Competitive Events](#)

 **Maryland FBLA SPIRIT WEEK**

Choose one activity each day to complete and post an image to the MDFBLA's Instagram from your chapter's Instagram with #MDFBLASpirit for Spirit Week Challenge

 **November 12-16**

<b>MONDAY – Celebrate FBLA</b>	<ul style="list-style-type: none"> <li>Create posters, flyers, social media posters, etc. to show what your FBLA chapter has accomplished</li> <li>Wear FBLA T-shirts</li> <li>Create your own activity to celebrate FBLA</li> </ul>
<b>TUESDAY – Member Appreciation</b>	<ul style="list-style-type: none"> <li>Hold an ice cream party for chapter members</li> <li>Hold a breakfast party or deliver breakfast bags to chapter members</li> <li>Sponsor a "Secret Santa" between new and experience members</li> <li>Create your own activity to celebrate your members, new and returning</li> </ul>
<b>WEDNESDAY – Adviser/Teacher Appreciation</b>	<ul style="list-style-type: none"> <li>Make snack bags and put in teacher mailboxes</li> <li>Write "Gratitude Grams" (thank you cards) for teachers</li> <li>Create your own activity to appreciate teachers and advisers unique to your school</li> </ul>
<b>THURSDAY – American Enterprise Day</b>	<ul style="list-style-type: none"> <li>Celebrate American Enterprise in the U.S. by developing your own chapter activity integrating the ideas of a free market economy, economics, and entrepreneurship</li> </ul>
<b>FRIDAY – March of Dimes Awareness</b>	<ul style="list-style-type: none"> <li>Conduct an activity for the March of Dimes in your school to educate, fundraise, or raise awareness of prematurity                             <ul style="list-style-type: none"> <li>November is Prematurity Awareness month and November 16 is March of Dimes Prematurity Awareness Day</li> </ul> </li> </ul>