



# MARYLAND FBLA

OCTOBER 2018 EDITION

MDFBLA CHAPTER CONNECTIONS



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## ***KEY DATES***

### ***OCTOBER***

- 15** LifeSmarts Competition Begins
- 16** SFLC 2018 Registration Deadline
- 20** Early Bird Registration - MDFBLA Chapter Challenge DUE
- 20** Super Sweeps Ends (National FBLA by 5pm)
- 23** Virtual Business Finance & Management Fall Challenges Begin
- 23** SFLC 2018 Payment Receipt Deadline
- 23** MDFBLA State Fall Leadership Conference

# WELCOME BACK

-Joey Weiland, State Secretary Treasurer

Welcome back MDFBLA! The State Officer Team and Board of Directors is extremely excited for the new membership year. MDFBLA would like to provide students and chapters with information regarding Chapter Recruitment, the Early Bird Challenge, and Edition.

As the new membership year gets started, MDFBLA wants to provide recruitment ideas to aid in growing your chapter with new and committed members. First, your chapter should send informational packets to all students enrolled in Business and CTE classes.

My chapter's membership increased by 75% the year following the distribution of the packets; thus an excellent way to recruit new members.

Another effective membership recruitment idea is to create a bulletin board and promotional flyers to market FBLA which should be placed in high traffic locations at your school in order to gain the most attention possible. Lastly, a fantastic membership recruitment idea is to have strong social media presence. Online mediums are a fantastic way to reach prospective members, and can allow your chapter to stand out from other school organizations and opportunities. These ideas, if well executed, can have a large impact on your chapter's membership growth.

One of MDFBLA's new programs for the 2018-2019 Year is the Early Bird Challenge. Any chapter that has 5 or more dues paid members to National FBLA by October 20, will be recognized with ribbons at the State Leadership Conference. Participation and completion of the Early Bird Challenge is a required activity for the Gold Seal Chapter Award. Another Chapter Award is the National FBLA Super Sweeps which requires chapters to complete several tasks centered around FBLA recruitment. All members of the chapters who attend the National Leadership Conference, will be given ribbons for recognition.



**FOLLOW US ON**  
SOCIAL MEDIA!



@MDFBLA



@MDFBLA



@MDFuture  
BusinessLeaders



@Maryland FBLA

# PRESIDENT'S MESSAGE



# ESMERALDA SAMUDIO

*Dear FBLA Members and Advisors,*

I hope you all have had a great start to the 2018-2019 school year! Get excited for another incredible year with Maryland FBLA. This year's national theme is "Create. Lead. Inspire." Maryland FBLA is ready to create new programs, lead all of its members to success, and inspire you to work hard. In the upcoming year, there are multiple ways that members can get involved and learn how to "Create. Lead. Inspire." I highly encourage all of you to participate in a competitive event this year and participate in the new chapter challenges. In order for you to have access to all of the important news and events, make sure to follow us on all of our social media platforms.

My MD FBLA Instagram is @esmeralda\_mdfla and my email is esmeralda.samudio@mdfla.org. Please always feel free to reach out to me if you have any questions or if you just want to talk about FBLA!

Finally, to further heighten your MDFBLA year, I highly encourage you to attend conferences and to be actively involved in your local FBLA chapter which is where you can make the greatest difference. There are so many opportunities FBLA provides for its members, I would not be where I am today if it was not for 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**



## NEW OUTSTANDING CHAPTER CRITERIA

The State Officer Team, as well as the Board Of Directors, are excited to announce the new MDFBLA Outstanding Chapter Criteria! The revamped program will change from a 100 point scale to a 500 point scale. Chapters will be able to achieve four different tiers of Outstanding Chapter Honorable Mention, Bronze, Silver, and Gold. This allows for chapters to try different activities than in previous years. More information can be found in the 2018 MDFBLA Competitive Events Guide, upon release.

**WANT TO REQUEST**  
A CHAPTER VISIT?

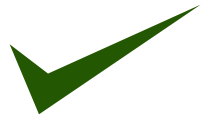
[CLICK HERE](#)

**CHECK OUT OUR**  
FIVE MINUTE FRIDAYS

[CLICK HERE](#)



# CHAPTER PLAN OF ACTION



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

- 1** Attempt to get travel approval and funding for these conferences so that all members who qualify can attend
- 2** Hold meetings which include business activities so members can develop their professional skills and grow as individuals.
- 3** Don't forget to have members start picking their competitive events soon since registration for competitive event opens in early November
- 4** If you haven't already, register for the State Fall Leadership Conference by October 16th (\$75 per member - held October 31st @ Hunt valley Inn)
- 5** Short on funds...look into a fundraiser that can support the goals of your chapter and your FBLA adventures!

## TIPS AND TRICKS

- 1.** Prepare an FBLA booth during your schools' events
- 2.** Visit Middle Level FBLA Chapters; encourage & educate
- 3.** Contact friends in non-FBLA schools about starting up their own chapter
- 4.** Reach out to general members and ask for their opinions/ideas
- 5.** Always over prepare for presentations and competitive events
- 5.** Always have an elevator speech at hand

## FUNDRAISER IDEAS



### **SHOE DRIVE**

Zero Calorie Fundraiser

### **GUESSING GAME**

How many jelly beans are in the jar?

### **CAR WASH**

Get those hoses ready!

### **COOKOUT**

Test your business skills

### **FBLA FUN FACT**

FBLA members are 40% more likely to start their own business after high school than non-members.

# CTSO TRAINING RECAP



Maryland FBLA's State Officer Team (SOT) gathered at the Turf Valley Resort for the 2018 Career Technology Student Organization (CTSO) Joint Officer Training, sponsored by MSDE, launching another exciting year for the organization. State Officer Teams from across Maryland, attended a two-day training to learn more about their officer duties and expectations. The MDFBLA State Officers gained insights on the unique aspects of each CTSO (DECA, SkillsUSA, and FFA), while also discovering the similarities of the other organizations. As Patty Hendrickson, former FBLA National President and world-renowned motivational speaker, stated, "The organizations all fall under the same CTSO umbrella supported by the co-curricular handle." In other words, with terms such as "leadership," "education," and "career" repeating in CTSO mission statements, the organizations share a common goal: to prepare high school students for the future. Over the two days, Ms. Hendrickson led training sessions using interactive and engaging activities, in which the MDFBLA SOT learned effective team-building strategies and ways to serve the organization's members. Most memorably, Ms. Hendrickson shared her Starter-Kit tips which the SOT will definitely practice at our upcoming State Fall Leadership Conference

**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](#)



# **BAA**s & **CSA**s

BUSINESS ACHIEVEMENT AWARDS

COMMUNITY SERVICE AWARDS



FBLA offers more opportunities for members to highlight their skillsets than just competing in competitive events. The Business Achievement Awards and Community Service Awards are two of these opportunities.

First, the BAA focuses on classroom education and developing students as leaders inside and outside of their school - BAAs are based on three key concepts of Service, Education, and Progress. The BAA program has four different levels of achievement - Future, Business, Leader, and America - all of which have material requisites of increasing difficulty. These requisites vary greatly but include learning more about FBLA in multiple ways, practicing business skills and operations, promoting you chapter and FBLA, and many other valuable exercises. These are due on March 1st to National FBLA, and, as part of the MDFBLA Rockstar program, any chapter who has at least 15% of their members complete any level of the Business Achievement Awards, by February 22, will receive a ribbon at the SLC!

Next, the CSA program is a crucial part of FBLA, not only by improving oneself but also improving their community and the lives of others for the better. In this spirit, the FBLA Pay It Forward Challenge recognizes and rewards members with an extraordinary commitment to community service. The CSA program has three levels/tiers: CSA Community (50 hours), CSA Service (200 hours), and CSA Achievement (500 hours). Also, hours for the CSA are cumulative and build throughout a student's FBLA career! For MDFBLA, these hours must be submitted by February 22nd, and, for recognition by National FBLA, the hours must be submitted by March 1st.

## **FOR ADVISORS**

**BAA  
REGISTRATION**

**CSA  
REGISTRATION**

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## **MIDDLE LEVEL CORNER**

Hello Middle Level Members,

I hope you guys had an incredible summer and are excited for the upcoming year in Maryland FBLA! Our state officers have been working hard these past months to ensure you have the best possible FBLA experience. This year, we hope to visit your chapters and bring you all with more opportunities.

During the 2018-19 school year, I encourage each and everyone of you to network with as many people as you can, as this is a very important skill to have in the business world. FBLA conferences are an especially great way to network as hundreds, even thousands of people from all different backgrounds gather together in a single place. Networking will help you build your communication skills, while also allowing you to make lasting friendships.

Let's make this year great, so if you ever have any questions, comments or ideas, please don't hesitate to reach out to any member of the State Officer Team as we would be delighted to help. I can't wait to see you all at the upcoming conferences!

**-Kathy Yao, Parliamentarian**



MEET YOUR 2018-2019



# STATE OFFICERS



**ESMERALDA SAMUDIO**  
State President

*"She wants to be the voice that represents Maryland FBLA and a leader that others aspire to be like and look up to."*



**ISABELLE ZHAN**  
State Vice President

*"She is thankful for the countless opportunities FBLA has provided for her and is excited for what the future brings."*



**JOEY WEILAND**  
State Secretary-Treasurer

*"He hopes to increase the outreach of this organization and spread business leadership skills to more Maryland students."*



**DAVID JIN**  
State Reporter-Historian

*"David has developed numerous personal skills and now strives to offer prospective members the same valuable experience that FBLA had afforded him."*



**KATHY YAO**  
State Parliamentarian

*"Kathy is so fortunate to be able to join an organization like FBLA, which has allowed her to step out of her comfort zone and reach new heights"*



**JAKE MILLER**  
Region 1 Vice President

*"Jacob joined FBLA his junior year of high school and has found a love and great passion for the organization and was inspired to run for State Office."*



**MAHIMA PANDE**  
Region 2 Vice President

*"Mahima is optimistic and enthusiastic towards what her FBLA future holds!"*



**JAMAR TOLBERT**  
Region 3 Vice President

*"He has been able to gain many skills and opportunities and has loved every experience Maryland FBLA has offered him."*



**HANNAH KLEIN**  
Region 4 Vice President

*"Her love for people and leadership have helped her communicate with others and experience FBLA to its full potential"*



**LUKE MANN**  
Region 5 Vice President

*"As Region 5 VP Luke hopes to work towards streamlining communication within his region as well as work with local chapter officers to increase the participation of their members."*